

Project Management

"On the ground" experience in 50+ countries



Our Mission is Your Success

Ask about our "Cold eyes" App

TMG is a privately owned consultancy with over 25 years experience in domestic and global fuels marketing, convenience retailing, car wash marketing and asset management.

Manage New Concept Development

- Assess the opportunity and recommend action plans
- Ideation, diligence and development
- Help select vendors and develop procurement strategy
- Manage prototyping process
- Develop roll-out path forward

Modernize Your Chain

- Manage legacy conversions to your latest image
- Develop project scope by location
- Document plan and help secure internal approvals

Manage Conversion and Upgrade Programs

- Brand conversions and acquisitions
- Foodservice re-branding and new concepts
- Store revitalization and image refresh initiatives

Manage Programs and Roll-out Activities

- Fixtures and equipment for marketing programs
- Car wash reloads

Client Feedback:

Tom Ross, TMG Senior Consultant, recently completed a project for us involving the forecourt, convenience stores and car washes at several of our locations. During the project, he clearly demonstrated his ability to look at stores with a unique and fresh perspective. His expertise and knowledge of the factors that drive retail performance allowed him to quickly identify the areas of improvement that positively impacted our company's bottom line. Issues like store layout, lighting, product mix, equipment, architecture/design, as well as customer communications at the storefront and at the point-of-sale are all areas where Tom provided critical insights to help us improve and strengthen our company's results.

Doug Grills & Rick Levitan – Owners
Convenience Retailing, LLC

Contact Information

The Murphy Group LLC

jeff.murphy@murphygroupllc.com

Office: 1-703-723-9637