



TOP Retail Partnership

Over the last 200 years, TOP has been involved in fuel importation and distribution, building up a huge expertise and knowledge of the fuel retailing business in Ireland. Through nurture and investment TOP has become one of Ireland's leading home grown brands.

TOP is keen to add dealers to its network who want to deliver a TOP experience to their customers. The company is investing in the next generation of service stations by combining excellent refuelling facilities with convenience stores, deli food offering and ample parking.

At TOP we understand the challenges faced by independent fuel retailers including, increased competition, reduced profit margins and higher costs. Our competitive offer is tailored to suit fuel retailing in these difficult times.

We are committed to our retail partners and to sharing our knowledge and expertise to drive business onto your forecourt. We want to offer you the opportunity to become a TOP Retail Partner and let our brand start working for you.

How Does Your Business Benefit?

Boost your income – Thousands of customers choose TOP everyday. Becoming a TOP branded service station will increase your income potential and quickly establish a loyal customer base.

Bright new image - Our updated canopy, fascia, signage and lighting maximises the established and recognised TOP brand giving excellent roadside visibility and increasing customer footfall.

TOP Fuel Cards – Joining the TOP network will drive additional fuel card fleet business onto your forecourt. Our fuel card sales team will grow your volume by targeting new local and national fuel card accounts.

Competitive pricing – TOP's competitive fuel pricing allows you to offer your customers keen fuel prices while helping you to maximise profit margins.

Security of supply – Our modern 55,000 tonne terminal in Dublin along with our extensive depot network allows us to provide our retailers with an unrivalled supply chain and delivery service. CIE and ESB among others rely on TOP.

Convenience retailing – TOP has excellent working relationships with all the major convenience franchises. TOP's own retail branding is also available as an alternative to a national franchise. We provide retail support including uniforms, point of sale material and promotions.

Dedicated on the road team – TOP's dedicated Business Development Team will work with you to make sure your forecourt is performing at its best. With regular site visits, price forecasts and the latest product information they will work closely with you as a TOP Retail Partner to maximise your station's potential.