Daily Rack to Posted Price

Standard Operating Procedure, sanitized sample

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SAMPLE DOCUMENT. Built from general petroleum marketing practice to show format and rigor. It contains no client information, no client data, and no client system. Owners, thresholds, and system names appear in brackets because those are set during the engagement.

About This Sample

This is what a True North Data Strategies standard operating procedure looks like when it is handed back to an operator. It covers the daily move from supplier rack notification to a posted price published in the system of record, which is the process most fuel marketers run every business day and most marketers run partly on memory.

What to look at is not the pricing math, which every marketer already knows. Look at the three things that make a procedure survive the person who wrote it: one entry point for every number, a stop Stop points wherever a silent error can hide, and an evidence column that says how anyone can tell the step actually happened.

Contents

1. Purpose

To set a posted price for each product, site, and channel that is built on a verified cost, carries the required minimum margin, is published to the system that bills invoices, and leaves a record of who set it and why.

2. Scope

- Applies to all products priced from a supplier rack: distillates, gasolines, dyed product, and premium grades.
- Applies to every channel the operator posts a price for: bulk delivery, tank wagon, cardlock, and retail supply.
- Applies every business day on which a supplier rack notification is issued, and on the first business day after any non-business day.
- Does not cover contract customer pricing formulas, rebate or program pricing, or inventory valuation. Those are separate procedures.

- Does not cover the decision to change a minimum margin. That is an ownership decision recorded in the settings procedure.

3. Roles

Role	Owns	Does not own
[Cost Desk]	Steps 1 through 6. Recording supplier rack prices and building landed cost.	Setting a posted price. Approving a below-floor price.
[Pricing Owner]	Steps 7 through 9 and step 11. Applying the floor, reading the competitor survey, setting the posted price, and logging the change.	Changing a minimum margin or a tax rate.
[Systems Owner]	Step 10. Publishing to the price tables and verifying the effective date and timestamp.	Deciding the price.
[Approver]	Named approval for any posted price below the floor.	Routine daily pricing.

Roles, not names. The role-to-person map lives on the location roster, outside this document and outside the system, so the procedure survives a personnel change.

4. Definitions

Term	Meaning in this procedure
Rack price	The supplier's posted price at a terminal for a product, before any discount, as issued in the supplier notification for a stated effective time.
Net rack	Rack price after contract or volume discount, branded or unbranded differential, prompt-pay discount, and supplier fees.
Landed cost	Net rack plus freight to the destination site plus federal excise, state excise, and applicable state and local fees for that destination and product.
Floor price	Landed cost plus the minimum margin set for that product and channel. The lowest price that may be posted without approval.
Posted price	The price published to the system of record for the next business day.
Effective date	The date and time a published price takes effect in the system that bills invoices. Not the date the workbook was edited.
No-move check	A comparison confirming that every cost cell the supplier notification changed also changed in the workbook.
Channel	The route to the customer: bulk delivery, tank wagon, cardlock, or retail supply. Minimum margins differ by channel.

5. Procedure

#	Action	Owner	Evidence it happened
1	Confirm the supplier rack notifications for the effective period have arrived, for every supplier the operation buys from. A supplier that issues no notification is noted, not assumed unchanged.	[Cost Desk]	Notification files saved to [records location] under the standard name
2	Enter each supplier rack price once, at the single designated entry point in the cost workbook. No price is keyed in two places. If a second system needs the same number, it reads it, it does not get retyped.	[Cost Desk]	Entry timestamp on the workbook
3	Run the no-move check. Every cost cell the notification changed must have changed in the workbook. Any cell that did not move goes to stop Stop points G1.	[Cost Desk]	No-move check result recorded for the day
4	Apply contract terms to each rack price: contract or volume discount, branded or unbranded differential, prompt-pay discount, and supplier fees. Result is net rack.	[Cost Desk]	Net rack column populated by formula, not typed
5	Add freight to the destination site from the current freight table. Confirm the freight table version and its last review date.	[Cost Desk]	Freight table version stamped on the day's sheet
6	Add federal excise, state excise, and applicable state and local fees for the destination and product. Result is landed cost. Rates come from the settings sheet, never typed inline.	[Cost Desk]	Tax table version and effective date
7	Apply the minimum margin for the product and channel. Result is the floor price.	[Pricing Owner]	Floor calculation visible beside the posted price
8	Record the competitor survey for each site, with the source and the time it was observed. An unsourced competitor number is not used.	[Pricing Owner]	Survey source and observation time
9	Set the posted price for the next business day, by product, site, and channel. Any posted price below the floor goes to stop Stop points G2 before it is set.	[Pricing Owner]	Posted price entry, plus approval record where used
10	Publish the posted prices to the price tables in the system of record. Confirm on the system's own report that each table's effective date and timestamp changed as intended.	[Systems Owner]	Price table report for the effective date, filed
11	Record the change: what changed, who changed it, when, and why. A price that moved because a rack moved still gets a line.	[Pricing Owner]	Change log entry

6. Stop Stop points

A stop Stop points halts the procedure. It is not a reminder and it is not a preference. Work does not continue past it until the condition clears.

ID	Condition	Action	Why it is a Stop points
G1	A cost cell did not move when the supplier notification moved it.	Do not price. The cell is most often a typed constant sitting on top of a formula. Restore the formula, record the cell and the date it stopped moving, and escalate. Pricing resumes only after the cell is verified against the notification.	A frozen cost cell is the quietest expensive error in fuel pricing. It does not throw an error, it does not look wrong, and it misstates margin every single day until a person happens to look at that one cell.
G2	The intended posted price is below the floor price.	Stop. Named approval is required before the price is set. Log the approver, the reason, and the duration.	Selling below the floor may be the right call on a given day. Doing it without a record means nobody can tell a deliberate decision from a mistake a week later.

ID	Condition	Action	Why it is a Stop points
G3	More than one copy of the day's file exists, or two people edited the same step.	Stop. Reconcile to one file before publishing. One file, one writer per step.	Two versions of the same pricing day means two versions of the truth, and the one that reaches the system of record wins by accident rather than by decision.
G4	A published table shows an effective date or timestamp other than the intended one.	Stop and correct before the price goes live.	Invoices bill off the price table, not off the workbook. A correct workbook with a stale table is a billing error, not a pricing error.

7. Exceptions

- No notification received from a supplier. Price that supplier's products from the last verified rack, mark the row as carried forward with its original date, and note it in the change log. Never mark a carried-forward price as current.
- Notification arrives after the posting deadline. Post from the last verified rack, then reprice on the next cycle. Pricing does not block waiting on a feed.
- Rate or fee change effective mid-period. Update the settings sheet first, record the change there, then run the procedure. Rates are never changed inside the daily sheet.
- System of record unavailable at step 10. Hold the posted prices, do not distribute them by another channel, and publish when the system returns. A price that is not in the system of record is not a posted price.

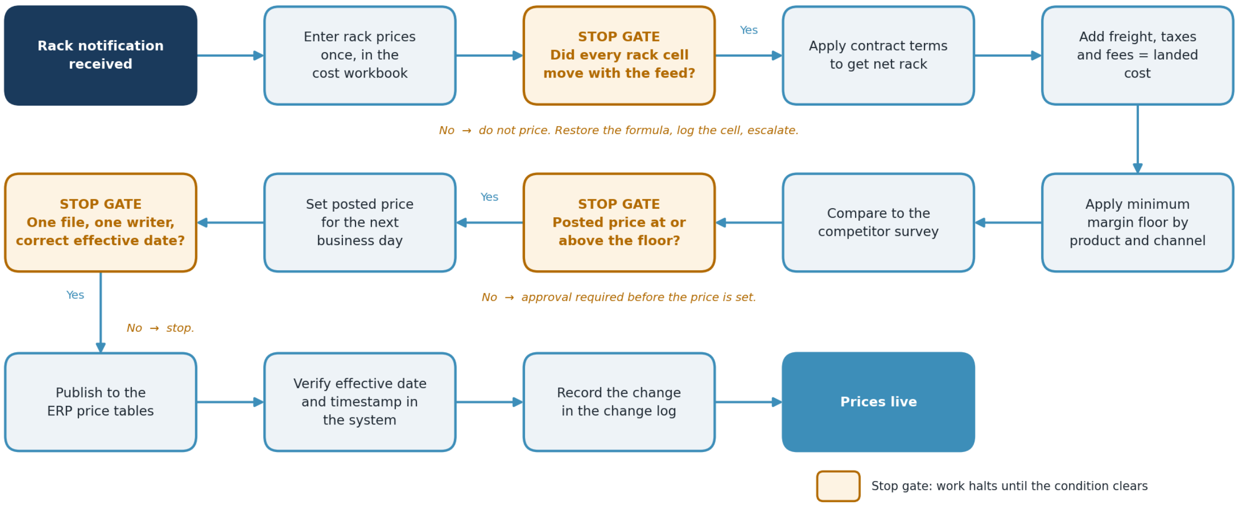
8. Records and Retention

Record	Stored at	Retention	Owner
Supplier rack notifications	[records location]	[period]	[Cost Desk]
Daily cost workbook	[records location]	[period]	[Cost Desk]
Competitor survey source and time	[records location]	[period]	[Pricing Owner]
Below-floor approval records	[records location]	[period]	[Approver]
Price table report, per effective date	[records location]	[period]	[Systems Owner]
Change log	[records location]	[period]	[Pricing Owner]

9. Revision History

Version	Date	Change	Approved by
1.0	2026-09-13	Sample release. Sanitized demonstration document, no client content.	Jacob Johnston, True North Data Strategies LLC

Appendix A. Process Flow



Amber nodes are stop Stop points. Work halts at a stop Stop points until the condition clears.

Appendix B. Why This Procedure Is Built This Way

One entry point

The most common finding in a fuel marketer's pricing process is the same number typed into three or four places by two or three people, off the same supplier notification. Every retype is a chance to be wrong and there is no way to tell which copy is correct. Step 2 exists to collapse that. Everything downstream reads, it does not retype.

Stop Stop points, not reminders

A procedure that says be careful produces careful people who are occasionally tired. A stop Stop points produces a halt. Stop points G1 exists because a formula overtyped with a constant is invisible: no error, no flag, no color, just a number that quietly stops being true. The check costs about a minute a day and it is the difference between finding that in a day and finding it in a quarter.

An evidence column

Every step names how an outsider can tell it happened. That is what makes the procedure auditable, what makes training something other than shadowing, and what makes the operation transferable. A step with no evidence is a hope.

Roles, not names

The procedure names roles and the roster names people. When someone leaves, the roster changes and the procedure does not. This is also why the procedure survives the consultant: nothing in it depends on who wrote it.