



## 8TH – 9TH JUNE 2015

# FUNDAMENTALS OF SUCCECCFUL PETROLEUM RETAILING

Successful petroleum retailing industry faces significant challenges ranging from low product differentiation and customer loyalty to intense competition and regulations. All of which require players to adopt new and innovative strategies to ensure sustainable and optimal business performance.

Gain a thorough understanding of the retail petroleum consumer and how retailers cater to their specific target customers, the various business, operating and technology models used across the industry, the refiner's point of view, and the major challenges facing the industry.

### **Register Now!**

For full details on the [programme principal facilitator](#) and to register, do not hesitate to contact us.

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*Petroleum Business Division*

## DAY 1

### **The Retail Petroleum Customer**

- The petroleum consumer segments
- Premium Seekers
- Road Warriors
- The Indifferent
- Hurried Archivers
- Value Shoppers
- How to use consumer research to identify the value of the segments, and
- Managing retailing performance and brand loyalty on an ongoing basis

### **The Petroleum Customer Value Proposition**

- The targeting of consumer segments
- The role petroleum plays in the CVP
- Responding to segment wants and needs – product, promotion, price, placement, loyalty programs
- Crafting the CVP

### **Convenience Retailing**

- Convenience Food Stores and their offerings
- Car Washes, Food Service and Truck Stops

### **Store Operations - Delivering the CVP to the customer**

- Managing the customer journey
- Inventory management
- Pricing
- Security
- Monitoring site and network performance
- Network Planning – Site selection

## DAY 2

### **Channels Of Operation**

- Salary
- Agency
- Franchise
- Dealer
- Wholesaler
- Managing channel conflict

### **Retail and Refining**

- Retail sales vs. wholesale
- Designated markets vs. the spot market
- The lure/need of export markets

### **Technology**

- Point of sale systems (POS)
- Store operations
- Business intelligence and decision making
- Category Management
- Digital marketing