

OBJECTIVES

To provide an understanding of the lubricants business.

On completion of the course, the participants will:

- understand the lubricants business commercial and marketing environment, covering base oils, additives, blending plants, the automotive and industrial sectors, consumers, consumer requirements;
- know the marketing and strategic options available.

COURSE CONTENT

THE LUBRICANTS MARKET 0.25 day

Overview of the lubricants market, evolution of demand and general characteristics.

BASE OILS 0.5 day

Economics of base oil refining, costs and margins, capacity versus demand, specialities and by-products, strategic options, re-refining.

ADDITIVES 0.25 day

Role of the additive manufacturers, ownership of technology, players involved.

BLENDING (INCLUDING PACKAGING) PLANTS 0.25 day

Non-technical description of operations, economics and costs, logistics management, strategic options.

AUTOMOTIVE LUBRICANTS 0.75 day

Crank case oils, demand, motor manufacturers' requirements, commercial aspects of the different sales channels used, consumers, market segmentation, branding, packaging, advertising. Commercial consumer and agricultural markets. Other automotive lubricants. Retail market case study.

INDUSTRIAL LUBRICANTS 0.75 day

The market, consumers, consumer requirements and opportunities to add value for the range of industrial lubricants and greases.

MARINE 0.25 day

The market, consumers, consumer requirements and opportunities to add value.

▲ Who should attend?

- Managers new to the lubricants business.
- Commercial staff moving into the lubricants area or with responsibilities, e.g. in refining, research, planning etc., related to lubricants.
- Staff who already have lubricants experience but who require to extend their general, marketing and strategic knowledge.

▲ Duration

3 days

▲ In-house Course

▲ Conditions

To be agreed upon

▲ Course Coordinator

Sylvie Saulnier

Ref. **EG/LBC**