

THE FUNDAMENTALS OF RETAIL MARKETING

OBJECTIVES

To provide delegates with a broad understanding of the key components of Retail Marketing, placing these in a strategic and competitive context, using examples from Europe and other markets.

Participants will learn through presentations, videos, syndicate work and Case Studies. Pictorial illustrations about the changing nature of competition globally and in Europe, extending their knowledge and appreciation of the Retail challenges, not simply with regard to fuels, but importantly other facilities, such as C Stores and the essentials of category management.

COURSE CONTENT

INDUSTRY OVERVIEW

0.5 day

Retail in an oil industry context

Competing calls on resources and the tools Retail needs to demonstrate value

Understanding the markets we are in and different forces of competition

The Retail Cycle - where does your market stand in the cycle?

The changing nature of competition and mistakes oil companies have made

The scale, ambitions, influence and practices of hypermarket operators and how they grew their businesses

Critical Success Factors for oil companies in this environment.

MANAGING THE NETWORK

1 day

Skills and modern techniques in Network Management

The latest management techniques in network management such as the power of GIS

The importance of Network Planning to developing a successful network, and the development of a persuasive case for investment. This includes explaining the discrete steps in the process of preparing a network plan, the data required, and searching analysis to support proposals. In addition to Network Planning, Network Management explores not only the sequence of site ownership from acquisition to disposal, but also considerations surrounding site management including Company Management, Commission Agency and Franchising. A Case Study provides delegates with the opportunity to deploy their skills on a potential network acquisition.

THE BRAND

0.25 day

Brand Management including brand positioning and emotional and rational responses to brands, and how to manage this process.

Examples of how opportunities for brand and customer segmentation have been developed by other (nonfuel) brands, and how to deploy the techniques.

This is extended to challenge how oil companies might respond to them. The increasingly important area of fuel and loyalty cards and customer knowledge marketing are examined, with examples of success and failure, together with lessons to be learned.

INCOME STREAMS

1 day

Examination of the different streams on a retail forecourt - fuels, shop and car wash - and modern attitudes to managing them with examples. The fuels module examines different forms of marketing such as price, promotions and product differentiation; the shop module explores social and lifestyle changes which are giving rise to the development in C Stores, examines some competitors, and describes the importance of Category Management; while the Car Wash module describes profitability, proposals for managing car washes from an oil company perspective, including relationships with suppliers. The influence of these streams on site layouts, described, with good and bad examples, which is followed by a Case Study to reinforce the message of the importance of site and store design to maximize the profitability of sites.

MANAGEMENT

0.25 day

These modules draw together the necessary support structures to the Retail business, and include sessions on retail automation.

Managing HSE, with particular emphasis on the safety aspects on retail outlets.

Addressing crime from the perspective of the individual outlet, with examples of how oil companies have cooperated to defeat crime in two different markets; the importance of project management disciplines for both managers and project managers, with a Retail emphasis; and considerations on how best to organize Retail for successful implementation of policies and practices described during the four days.

▲ Who should attend?

Junior managers or potential managers in Retail who need to understand the concepts and techniques of Retail, and the competitive challenge from both traditional and non traditional fuels marketers.

▲ Duration

3 days

▲ Dates & Location

Non-scheduled

May only be organized for a single company

▲ Tuition Fees

To be agreed upon

▲ Course Coordinator

Sylvie Saulnier

Ref. **EG / FRM**

Lectures by J. Smeddle former Vice-President of Shell retail marketing Europe and S. Howell former Head BP retail UK.