

# THE MANAGEMENT OF THE STRATEGY FOR THE INTRODUCTION OF NEW OIL PRODUCTS ON THE MARKET

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**Abstract:** There are situations when, during a season or a year, hundreds, thousands or even million tons of a certain oil product are being sold. A suggestive aspect in this respect is the diesel oil. It is the most common oil product, which is used as combustible for diesel motors and is sold on the internal market under different commercial names. The diesel oil quality is associated with the fulfillment of certain functions. Thus, its detergent effect ensures the cleaning of burners and consequently a good pulverization of the combustible. The anti-foam effect stops the forming of foam at feeding and thus ensures a quicker feeding with fuel; the anti-fog effect prevents the phenomenon of opalescence and the formation of emulsions. The inventor didn't need to explain the deliverers the advantages of the product they sold, these being obvious.

However, sometimes a new type of a common product is needed: this situation can be illustrated by the case of the introduction on the market of the Euro Diesel oil. For almost 50 years, all diesel oil consumers have used the classical type of diesel oil, which had a high density of sulphur. That product used to be unique on the market and there was no demand for a different product. However, at a certain moment, new types of combustible, with lower densities of sulphur have appeared, and thus the new combustible has been included in the category of "sulphur-free" products. The consumers have heard of such products, wanted to try them, and thus a new class of consumers has appeared, who have different sorts of vehicles with diesel motors, that needed to fulfill the emission standards.

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