

POSITION OF COMPANY FOR MARKETING OF PETROLEUM PRODUCTS IN CONJUNCTION WITH THE MARKET

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Abstract: Economists use term market to designate un group of buyers and sellers engaged in transactions for a specific product or class of products (for example, petroleum products, complementary loads G.P.L). The main participants on petroleum markets are: producers, refineries respectively, addressing internal or external oil resources markets(oil, human resources, financial markets, etc), buy resources, transform them into finished products (gasoline, diesel, oils, L.P.G.) which they sell to intermediaries – marketing agents for oil products, which in turn sell to consumers. They sell their labor, in return receiving money by which pay finished products they need.

1. INTRODUCTION

Exchange processes requests from those involved both intensive labor and appropriate training. Marketing management for the company of marketing petroleum products, is achieved when its specialists, as part of the potential exchange, examines the objectives and methods of obtaining the expected reactions from other parties.

Marketing management involves analysis, planning, implementation and control, that they cover the field of petroleum products, complementary products, LPG bottling and selling, oil change, car wash, finally that the aim is the satisfaction of buyers.

In the company for marketing oil products, marketing management act in relation to any of the markets in contact (manufacturers of oil - refineries, manufacturers or distributors of complementary products, and buying markets) natural or legal , labor market, financial market, etc..

- ✓ human resource department is interested in the labor market.
- ✓ petroleum products and complementary marketing department by the markets for these products.
- ✓ financial and Accounting Service financial market.

Human resource management can be presented as an effort for the company for marketing of petroleum products to achieve market exchanges.

At the core of this effort is a philosophy based on principles of effectiveness, efficiency and responsibility.

Company for marketing of petroleum products operating on the following concepts:

1. concept of sale
2. marketing concept

2. CONCEPT OF SALE

The concept of sale is one of the company approaches to market for marketing of petroleum products. It argues that, if they are left to decide for themselves, consumers will never buy from the stations, and fixed points of the company sufficient products. That's why the company should pursue an aggressive policy of promoting and selling petroleum products, complementary loads L.P.G.

Generally, buyers exhibit inertia or resistance to purchase certain products and therefore they must be persuaded to buy. Thus, firm, through marketing department

develop different marketing strategies to identify potential customers and get them to buy, showing them the benefits of the product .

When a buyer walks into a petrol station, store or point of sale of its gas bottles, the seller must begin to present products to client. If he realizes that the client is interested in one of its products, he can tell that the product has been purchased by other customers and they were very happy with the product. If the customer is dissatisfied by the price the seller will offer to submit another product with lower price, but with lower quality of initially submitted.

Customer shall be left few moments to think about the two offers, the seller will return after insisting on quality and service they provide the first product. The aim is to "stir up" the customer and make them buy.

To be effective, the sale must be preceded by a series of specific marketing activities: identification of consumer needs, market research, supply of petroleum and complementary products as consumer needs, pricing and distribution. Marketing involves selling effort based on the assumption of features.

3. MARKETING CONCEPT

This concept is defined by the selling strategy adopted by the company for marketing of petroleum products on the market .

Marketing concept argues that the key to achieve company objectives is to determine needs and desires of target consumers, and to deliver satisfaction in better and faster than competition.

The concept of selling is separated by the marketing: "Selling focuses on the needs of the seller, marketing on the needs of buyer. Selling deals with the need of seller to transform the product into cash, marketing with the idea of satisfying consumer needs by the product and associated activities.

Marketing concept is based on four important elements: the target market, customer needs, coordinated marketing and profitability.

All these are given in the diagram below, in relation with the concept of selling items:

Starting point	Focus	Means of	Final goals
Firm for marketing petroleum products	On products	Selling and promotion	Profits by sales
a. Sale concept			
Target-Market	On consumer needs	Coordinated marketing	Profits by customer satisfaction
b. Marketing concept			

Fig.1. Selling concept and marketing concept

Target market. No organization can operate in all markets and to meet all consumer demands. Sometimes the company of marketing of petroleum products can not meet demand of single market, if it is very high. Company will be successful when carefully defines its market and develop an optimal human resources action program in marketing area.

Consumer needs. It is possible that company for marketing of petroleum products are not fully aware of consumer needs.

Although human resource management in marketing aims „satisfying needs cost-effectively ", in reality understanding the needs and desires of the buyer is not easy, because they use a specific language that has to be " decoded "(understood).

Whatever a client wants to say when talking about a gasoline "cheap" oil "properly", an LPG cylinder "Sealed" fragrance "good" etc. has to be understood.

The reality is that the buyer (customer) does not specify what he wants. One can distinguish five categories of needs:

- + Needs expressed: the buyer wants a cheap petrol;
- + Actual needs: the buyer does not want a cheap fuel, but one that would not produce additional costs of vehicle maintenance;
- + Unexpressed needs: the buyer expects quality services from the seller;
- + Satisfaction needs: the buyer purchases gasoline and receives a thanks coupon from the company for marketing of petroleum products;
- + Secret needs: the buyer wants to be seen by friends and acquaintances as a person of value judgment.

Answer offered does not reflect always satisfaction of his expressed needs. The seller will have to meet real customer needs and not those expressed. The key element of truly professional seller is precisely to meet the real needs of the buyer in a more effective way than the competition. Company for marketing of petroleum products will give great importance to meet the needs of consumers as sales depend on two types of customers: the new and old, (reguar clients). It is more difficult to attract new customers than keep old ones and to keep them require to satisfy their needs. Thus, a customer is satisfied when:

- buy often, being a loyal company for marketing of petroleum products;
- buy new launched products;
- make a positive advertising company for marketing petroleum and its products;
- pay little attention to products of competitors and is less influenced by the price factor;
- provide petroleum products marketing company whith ideas for products and services;
- servinghim cost less than for a new customer as the seller-buyer relationship has become common.

Company for marketing of petroleum products through its specialists, will "measure" a regular customer satisfaction, using a survey among a sample of new customers, asking them the degree of satisfaction in the relationship between them and he and the causes of their satisfaction or dissatisfaction. Such information will be used - in future - to improve business. But knowing what customers want is not enough, the company for marketing of petroleum products must meet it in a constructive manner. Thus, the consumers who make complaints, 54-70% will continue contact with the company - by marketing departments or its stations - if you notice that their complaints are resolved. Percentage increase by up to 95% if complaints are resolved quickly. It was found that a customer has made a complaint that has not been resolved satisfactorily - from his point of view, communicate this to at least five people.

Company for marketing of petroleum products must understand that a loyal customer is a major source of revenue for a long time and can not afford to lose it by ignoring a complain of it. Precisely for this reason, the marketing department will periodically review the level of satisfaction of consumers and will set targets to improve its level.

Marketing coordinated. Not all company employees of company are prepared or motivated to work for clients (buyers, consumers).

Coordinated marketing proposes two aspects:

- first, it is necessary to correlate the various functions of marketing activities (sales, advertising, product policy, market research, etc..) In terms of customer,
- secondly, better coordination is needed between marketing department and other departments of the company for marketing of petroleum products for all employees, through their work, to influence consumer satisfaction. From this perspective, marketing has a double aspect: the internal marketing and external marketing.

Internal marketing is the recruitment, training and motivating a competent staff that is willing to provide quality customer service. Internal marketing preceedes external marketing actually, because they can not be assured of quality services without a well trained staff in the field.

Success of the company for marketing of petroleum products depends on human resources on external marketing promoted, marketing based on inverted structure ("pyramid") company: ie placing the inverted pyramid (actually, in its upper part, the "top" of the new structure) consumer, followed by people of "front line", those who come into contact with the customers they serve and satisfy their needs, then executives (heads of marketing departments, the department of LPG bottling) that support those tasks and "front line" so that they can provide the appropriate level of services, and finally, the leadership of the company for marketing of petroleum products which is designed to assist both executives and people in the "front line".

Consumers(clients) have been added on both sides of the pyramid to emphasize that all personnel agent for marketing products oil, including top management is involved in knowing, contacting and serving consumers.

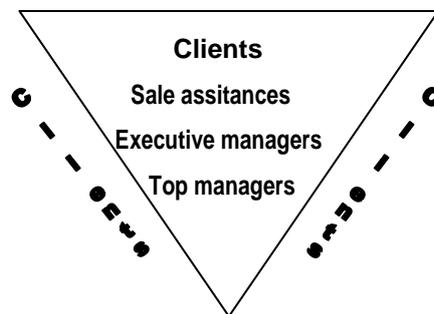


Fig. 2. Picture of a company for marketing of petroleum products

Rentability: proper use of human resources, marketing support company for marketing of petroleum products in achieving its primary objective of which is obtaining profit. The solution lies not necessarily in the profit motive itself, but to obtain it as a job well done. Petroleum products marketing company is selling goods only when is meeting the buyers needs. Marketers need to be involved in estimating the profitability of different

opportunities of the market. During conversion to market orientation, the company has to overcome organized resistance, the slow pace of learning, tend to forget quickly.

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