

ROLE OF HUMAN RESOURCES INFORMATION SYSTEM ANALYSIS IN MARKETING OPPORTUNITIES OF PETROLEUM PRODUCTS

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Abstract: Marketing activities that are intended to be effective requires a growing amount of information that cannot be managed through traditional marketing information systems, requiring computerized marketing information systems. Some companies have developed marketing information systems to provide real time information about consumer desires, preferences and behaviour regarding consumption. A successful marketing information system can be considered that providing useful management information in a short time, ensuring that their immediate control and delivery. Information System is to: assess the information needs of management firm obtain the necessary information, provide useful information in less time.

1. INTRODUCTION

Over time, the management of various companies have paid great attention to managing money, goods, equipment and people. Today it is recognized the paramount importance of the resources will: INFORMATION. Company for marketing of petroleum products must have a strong marketing information system. Marketing analysts need to know the consumer to the smallest detail.

The need for marketing information is more acute than ever due to trends in the market:

- + From a local to a national marketing: As companies expand their markets and its work, their managements are becoming more market information needs.
- + From the customer's need to his wishes: as buyers' incomes increase, they are becoming more cautious in choosing the products they buy. Vendors are increasingly difficult to anticipate customer reaction to various aspects of the products, hence the growing need for marketing research.
- + Since price competition in the field, the competition not based on price: the company for marketing of petroleum products to create a modern marketing information system to enable management to provide a sufficient amount of marketing information.

2. CONCEPT AND COMPONENTS OF A MARKETING INFORMATION SYSTEM

A marketing information system (M.I.S.) is an assembly of experts, equipment and procedures for collecting, sorting, analysis, evaluation and distribution of information needed by decision makers. The concept of M.I.S. is shown in the figure below.

To carry out the tasks related to analysis, planning, implementation and control (presented in the left the figure), marketing manager needs information on developments and trends in the business environment for oil products marketing act (played in the right figure). Information can be obtained from internal company records, the market surveillance activities through marketing research and analysis to support marketing decision-making.

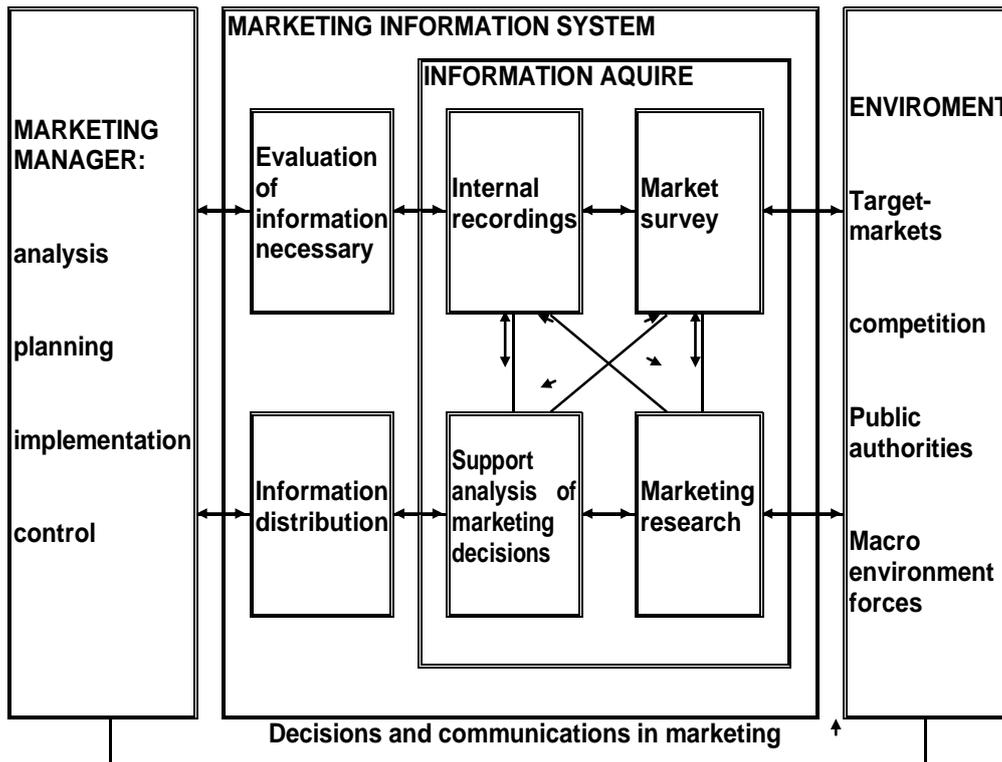


Fig.1. Marketing information system in company management department for marketing of petroleum products

3. INTERNAL RECORDS SYSTEM IN MARKETING OF PETROLEUM PRODUCTS

Internal records system is an information system that can call the director of marketing. This includes internal records of companies represented by reports on orders, sales, prices, inventories, bills payment and receivable. Analyzing the information director of marketing can identify market opportunities or difficulties.

3.1. CYCLE CONTROL-DISPATCH

This cycle is the "heart" of internal records system.
 a) command-line delivery from and to customers (private and public businesses, resellers businesses, institutions and individuals) customers order issued by the commercial section of the company for marketing of petroleum products by specifying ranges of products and quantities needed;

b) send command line to and from stations to petroleum stations emit daily orders (highlighting the necessary quantities) by commercial stations belonging to oil supply.

After a preliminary analysis, sales department will send orders for oil suppliers and **aim** programming and loading them as orders carried out.

Marketing Service will take over the supply department, the necessary complementary products from commercial stations. In order to fulfil the orders will be required to offer products complementary to their arrival at the polling must be done at the reception and distribution stations as scheduled. Products delivered from storage shall be accompanied by delivery note. These documents together with payment of the goods are sent copies to other departments. All documents must be submitted promptly. Also, the company for marketing of petroleum products must devise and implement total quality improvement

programs designed to increase speed and accuracy of communication between departments.

3.2. SALES REPORTING SYSTEMS

Marketing Director needs a database updated daily with information on current sales levels. Company for marketing of petroleum products must form its own network of information, the marketing terminal in each polling stations and their associated, with the central office computer server. In this way, stocks and sales will be checked at any time and orders placed between compartments will go ahead and solve the optimal time.

3.3. THE MARKET SURVEILLANCE SYSTEM OF OIL PRODUCTS MARKET

Market Surveillance System is a set of methods and sources by which directors get daily information on relevant developments in the marketing environment. This system provides information on events.

Management has provided the following methods of environmental surveillance:

- random examination: general information, without the director to **pursue a particular purpose**;
- conditional examination: an information-oriented, not involving an actual research, with a range of more or less defined;
- unconventional research: a relatively high and unstructured effort to obtain information or information with a purpose;
- formal research: a deliberate effort, usually consistent with a plan, process or default methodology, to ensure obtaining specific information.

Marketing Director oversees market on their own, and by reading some books, newspapers, publications, and talks with suppliers, customers, distributors and persons outside the system or the system responsible parties can make an opinion about market. This method is not safe, for the information of real value may be lost or arrive later than this and therefore the leadership, a new initiative of competition, new customer needs, a problem of an intermediary, stopping the action in a timely manner. Company for marketing of petroleum products also take other actions to improve quality and increase quantity of information obtained through this system.

First, prepare the sales force (and polling station staff, drivers, etc...) To identify and report emerging trends. Sales force is the "eyes and ears" of the company for marketing of petroleum products, which may collect information that escape other means. Agent, the marketing department should provide the operators of polling stations and easy to complete forms, and they need to know where to send each type of information. Secondly, agent for the marketing of petroleum products through marketing service, that by its specialists will gather marketing information. They act as a "fictitious buyers" buying competitive products, the distributors participating in presentations, exhibitions, studying advertising competition data reports, attending shareholders meetings, talking to current or former employees, agents, distributors, suppliers or agent's carriers, watching their **ads**, etc...

Third, agent for the marketing of petroleum products will create a point of marketing information specialists appointed under this service. These follows the publications staff with competitive offerings and market demand, extract relevant information and forms a newsletter and send it to the marketing director. It collects and stores the relevant information, helping lead to the estimate of new information.

3.4. MARKETING RESEARCH SYSTEM IN TRADING

Often, marketing director has carried out research on issues or specific market opportunities. Research may consist of a market study, a test of preferences for a product, sales forecasting within a region or a study of advertising effectiveness. Marketing research is to design, collection, analysis and reporting on data and conclusions on the situation in the company for marketing of petroleum products on the market faces.

3.4.1. Who made marketing research?

Company for marketing of petroleum products marketing research conducted by staff of the marketing service. Can possibly engage students, teachers from local high schools to implement research project developed by the Marketing Department or can call on a company specialized in marketing research.

3.4.2. Marketing research process in marketing of petroleum products

An effective marketing research implies the following five steps:

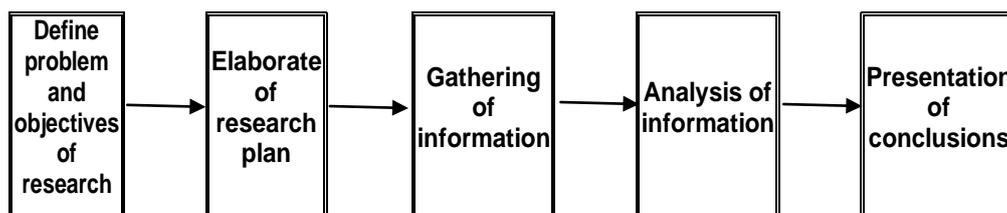


Fig.2. Marketing research process

Due to several factors, marketing studies are not used properly and effectively: A narrow view of marketing research. Marketing research is considered a simple to obtain some information. Marketing Analyst is required to develop a questionnaire to select a sample to make an interview and present the results, often without clearly explaining who is under investigation or are alternatives available to management decision. The result is that some information is not important, which strengthens the belief of management that marketing studies have limitations.

- Analysts low professionalism. Some executives consider a simple marketing **researchactivity funcționărească** requiring payment accordingly. Therefore people are less engaged in professionally prepared and their deficiencies in training and lack of creativity, that aim at all impressive results, reinforce the belief that managers can not expect too much of marketing research. Salaries remain low, perpetuating the cycle.
- Results of research later and **sometimes erroneous**. The directors want results fast, accurate and conclusive. Marketing research, however, require time and money. For this reason, some executives are disappointed, changing their opinion on the value of research.
- The difference in intellectual nature and poor equipment of computers. The difference, in terms of intellectual and training, marketing of analysts and their workers, and poor equipment with computers (no computer information networks) can lead to distrust management marketing research.

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