

Project Title

**INCREASING THE SALES OF
LUBRICANTS IN RETAIL OUTLETS**

IN PETROL PUMP SEGMENT

**IN THE DISTRICTS OF
PUNE AND SOLAPUR**

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Company's Profile

INTRODUCTION

Company Profile

Hindustan Petroleum Corporation Limited (HPCL) is a mega Public Sector Undertaking (PSU) with Navratna status. It has two refineries producing a wide variety of petroleum products- fuels, lubricants and specialty products; one in Mumbai (West Coast) having a capacity of 6.5 MMTPA and the other in Visakhapatnam (East Coast) with a capacity of 8.3 MMTPA. HPCL holds an equity stake of 16.95% in Mangalore Refinery & Petrochemicals Limited, a state-of-the-art refinery at Mangalore with a capacity of 9 MMTPA. HPCL in collaboration with M/s Mittal Energy Investments Pte. Ltd. Has set up a state of the art 9 Million Tonnes capacity Green Field Refinery at Bathinda in Punjab. The project has been completed and commissioned in March 2012.

Hindustan Petroleum Corporation Ltd. [HPCL] is a fortune 500 Company, engaged in business of refining and marketing of petroleum products with a turnover of Rs. 1,32,670 Crores and a Market Share of 19.77% among PSUs in India during 2010-11. HPCL's Crude Thruput and Market Sales [including exports] are 14.75 MMT and 27.03 MMT, respectively.

The supply and distribution infrastructure of HPCL has been continuously strengthened over the years, which as of 2020-2021 comprise:

| | | | |
|-------------------------|-----------|--------------------------------------|------|
| Retail Zonal Offices | 14 | LPG Bottling Plants | 51 |
| Retail Regional Offices | 133 | SKO / LDO Dealerships | 1638 |
| Retail Outlets | 1869 2 | Exclusive Lube Depots COLD/COD'S) | 70 |

| | | | |
|----------------------|------|------------------------|-----|
| LPG Distributorships | 6192 | Lube Distributors | 283 |
| LPG Customers (Cr) | 8.7 | Lube Blending Plants | 6 |
| CNG Outlets | 171 | Aviation Fuel Stations | 46 |
| Terminals / TOP's | 41 | Inland Relay Depots | 68 |
| CNG Outlets | 709 | | |

For manning the extensive refining and marketing infrastructural facilities, the Corporation has a workforce of around 11,226 employees working all over India at its various refining and marketing locations.

Liberalization of the economy and consequent fiscal restructuring in the last few years has increased the competition in the marketing front. Additional infrastructural facilities to meet the increasing energy demand, technological up-gradation for value added products and environmental management are some of the challenges facing the Petroleum Sector. In today's environment of constant change and increasing competitive players, it has become imperative to prepare a long range plan. In order to develop a distinctive advantageous platform of capabilities, it is necessary to adapt concrete strategies for strengthening core processes and modernize, build or acquire cornerstone asset positions. Keeping these in view, the Corporation has framed a long term Perspective Plan for the period upto the year 2020. The Corporation has taken up the challenges through ambitious plans for expansion and diversification in related areas. HPCL has proposed capital expenditure (including equity investments in joint ventures) of Rs. 21,121 Crores during Twelfth Plan.

To succeed in the competitive environment, the Corporation has taken up initiatives such as Business Process Reengineering exercise, creation of Strategic Business Units, ERP implementation, HR initiatives such as Organizational transformation, Balanced Score Card, Competency Mapping, Bench marking of refineries and terminals for product specifications / safety, ISO certification of Refineries / marketing / pipeline operations, branding of fuels, Supply Chain Management for improving logistics, customer oriented approach, up-gradation and modernization of facilities.

Company's History

HISTORY

HINDUSTAN PETROLEUM CORPORATION LIMITED

195 : The Company was incorporated in the name of Standard Vacuum
2 Refining Company of India Limited on July 5, 1952

196 : On 31st March,1962 the name was changed to ESSO Standard Refining
2 Company of India Limited

197 : Hindustan Petroleum Corporation Limited comes into being after the
4 takeover and merger of erstwhile Esso Standard and Lube India Limited.

197 : Caltex Oil Refining (India) Ltd. - CORIL is taken over by the
6 Government of India with an Ordinance in 1976, subsequently ratified by
an Act in 1977 and merged with HPCL in 1978.

Company's Products

PRODUCTS

HINDUSTAN PETROLEUM CORPORATION LIMITED

- Motor Spirit (MS) – Petrol
- High Speed Diesel(HSD)- Diesel
- Liquefied petroleum gas(LPG)
- Commercial LPG
- Compressed Natural Gas(CNG)
- Bitumen
- Furnace Oil(FO)
- Light Diesel Oil(LDO)
- Naphtha
- Marine Bunker Fuels
- Superior Kerosene Oil(SKO)
- SKO(Non PDS)
- HP Fint
- Aviation Turbine Fuel(ATF)
- HP tea Sprays
- Lubricants & Greases

Lubes

Hindustan Petroleum
Corporation Limited

LUBES

HINDUSTAN PETROLEUM CORPORATION LIMITED

HPCL manufactures a wide range of lubricants and specialties primarily at seven Lube manufacturing plants across India, which meet the diverse technical requirements of the automotive, industrial, electrical and marine sectors in addition to products designed for use in specialised applications.

Lubes and greases are marketed by HPCL under the umbrella 'HP Lubes'. HPCL blends close to 500 different grades and markets more than 900 Stock Keeping Units (SKUs), which covers a wide range of automotive and industrial applications. Major automotive grades include our Milcy range of Diesel Engine Oils (HP Milcy Turbo Tech, HP Milcy Turbo Star, HP Milcy Turbo, HP Milcy Super, HP Milcy 40, etc.), Cruise & Neosynth range of oils for passenger cars running on Petrol (HP Cruise, HP Cruise Classic, Neosynth 5W30), Racer range of oils targeting 2/3 wheelers (HP Racer 2 for 2-stroke engine, HP Racer 4 for 4-stroke engines) and HP Gasenol for passenger cars and three wheelers running on CNG/LPG engines, HP Kisan Shakti for agricultural pump sets, HP Gear Drive series for automotive gear oils and HP Kisan Shakti. In the industrial segment, well known brands include HP Enklo series for hydraulic applications, HP Parthan series for industrial gears, HP Turbinol series for Turbines, HP Hycom grades for compressors, HP Koolkut and HP Trimofin series as cutting oils, HP Hytherms for thermic fluids and many more. The

range of greases include products for automotive and industrial applications like HP AP3 Grease, HP Lithon, HP Tisona, etc., Products for special applications include Horticulture, Mineral Oil range for Apple, Tea, Grapes, Rubber, Coolant for Railways, Brakes Oils, etc., Products include several grades manufactured in association with many of the country's prestigious OEMs e.g., M/s Bajaj Auto, M/s Tata Motors etc.,

HP Lubes are available at more than 13864 HPCL petrol/diesel Retail Outlets in the country (as on 31.3.2016) as well as numerous bazaar retailers serviced through our Lube Distributors network. HP Lube CFAs serve the needs of the MSME industries supplementing direct marketing to major industries and institutions by dedicated HPCL Regional Offices.

Quality Policy

- Total customer satisfaction through quality products by doing it right the first time, every time.
- Ensure consistency of quality and adherence to time deadlines.
- Strive to achieve excellence in quality through training, motivation, team work and continuous upgradation of technology.
- To take appropriate steps to minimize wastage, increase productivity and optimize the quality of products and services in a cost effective

Mission

&

Vision

MISSION

Driving profitability of the Corporation through value selling,
value added services and new product development

VISION

To be most preferred suppliers of quality products at the right
prices and time and delighting the customers by value added
services

Executive Summary

EXECUTIVE SUMMARY

This project is carried out to study the sales of lubricant in petrol pumps and to recommend ways of increasing the sales volume. The project is carried out in Pune and Solapur.

It consists of two parts:

The first part begins with the detail study of the organization. About its establishment and progress. This part includes the product information of HCL products.

The second part of the report consist of introduction to Theoretical background of project which gives the basic concept and theoretical study of the subject.

And also this second part include methodology adopted sampling size and determination level of the HPCL petrol pumps and the services they provide to its customer as the problem definition

This report also consists the analysis part and ends with findings and recommendations for problem defined

→ Methodology

The method adapted to this project is through telephonic conversations where information was collected by interaction with the respected dealers.

→ Analysis

From the survey information is collected and is analyzed and interpreted for giving suggestions and recommendations.

→ Recommendation

Recommendations are given based on the interpretation of the analysis and the findings.

→ Conclusion

From the above analysis conclusion is given.

Objective & Literature Review

OBJECTIVE

To study the sales of HP Lubricating oils in the Authorized HP petrol pumps in the districts of Pune and Solapur and provide suggestions on increasing the sales volume sold through Retail Outlets.

LITERATURE REVIEW

INDIAN LUBE MARKET (MARKET STRUCTURE)

ERA OF LIBERALIZATION

Prior to 1992 the lube industry in India was controlled by the 4 major Public Sector Oil companies namely Indian Oil, HPCL, BPCL and a handful of private companies like Castrol, Gulf, Tidewater & others. With the distribution & canalization of base oil import being controlled by the Government of India, the PSU Oil Companies controlled 90% of the market share. The de-canalization of the lube base oil imports in 1993 by the Govt. of India followed by reduction of import duty on lube base oils from 85% to 25% and gradual scrapping of administered pricing observed the announcement of almost a new lube venture every month during 1994. Most of the new entrants formed associations with Indian companies both in the Private and Public sectors.

INDIAN AUTOMOTIVE LUBRICANT MARKET

Total demand for finished lubricants in India is estimated at over 2000 kilo tones. The Lube market consists of two major segments, automotive and industrial.

The Indian automotive lubricants market is largely price sensitive and volume growth is stagnating due to longer lasting lubricants. The market is fragmented with over 22 big and small manufacturers and with the spate of mergers and acquisitions (M&A), only a handful of big companies enjoy a major market share. Companies are adopting a more customer-oriented approach where they are likely to focus on creating brand awareness through print and visual media. For example promotional campaigns and trade shows offering gifts to their customers are methods of driving sales of automotive lubricants. The original equipment segment and retail trade are the two major marketing channels in the Indian automotive lubricants market. Due to the growing competition, tie-ups with original equipment manufacturers (OEM) are becoming important as they reinforce the value proposition of a particular brand.

Petrol pumps form a major distribution channel in retail trade, however sales of lubricants through retail outlets (also called 'the bazaar trade') has transformed the Indian automotive lubricants market into a fast moving consumer goods (FMCG) sector. The other marketing channels are authorized service stations, garages, rural and agricultural dealers, super markets, and wholesale distributors Public sector unit (PSU) companies, that manufacture their own base oil, follow different distribution strategies as

compared to private participants that solely dependent on imports. While PSUs sell through their own wide spread network of petrol stations private manufacturers prefer retail outlets.

Engine oil, which accounted for over 70% market share in the Indian automotive lubricants market, plays the most crucial role in deciding the market share of manufacturers. Increase in demand for four stroke motorcycles, tie ups with original equipment manufacturers, and implementation of new pollution norms are just some of the key drivers of the engine oil segment.

The brake oil and coolant is the next largest segment in the Indian automotive lubricants market. Demand for coolants is increasing due to continuous growth in heavy commercial vehicles, increasing awareness among the customers, new cooling system technologies, and OEM tie-ups. In brake oil segment, increasing growth in light commercial vehicles, introduction of new brake systems, and consumption of lubes by commercial passenger vehicles, and changing customer mindset regarding specialty lubricants are expected to push demand further. The market for gear oils is also growing rapidly and has a high potential due to the increasing number of vehicles on the road. However with new-age heavy with air brakes the consumption of brake oil is estimated to fall down.

New generation vehicles with advanced gear system technologies and automatic transmission systems require special type of lubricants resulting in greater demand for multi axel gear oil and API synthetic gear oil and other oils, which reduce the oil changing intervals. In the long term, the overall outlook for the automotive lubricants market is expected to be positive due to the growing Indian economy along with the increased purchasing power of consumers.

MARKET TRENDS

In the recent past, the Indian lubricant market has witnessed a phase of consolidation. Multinationals with better technology, brand name and finances have the power to launch themselves on their own in the market. However, with increasing number of competitors it is not possible for everyone to carve a niche in the market. This sector has witnessed considerable amount of mergers and acquisitions. British Petroleum's not so recent acquisition of Castrol is one example. The Indian lubes market is a combative market place and lubricant companies find themselves fighting a tough battle for survival. In the OEM sector also lubricant manufacturing, companies are entering into collaborations with vehicle manufactures.

AUTOMOTIVE INDUSTRY

The growth of lubricant industry is directly linked with the growth of automobile industry. Therefore to grow in lubricant market one has to keep the growth record of automobile industry. India is the 4th largest car market in Asia (after Japan, Korea & China). For commercial vehicles, it holds 5th spot in the world. Whereas, for 2-wheelers, India is the second largest market, next only to China, with both countries accounting of over 50% of global two wheeler production and sales. The Tractor segment is also making steady progress in India. According to McKinsey Report – “Auto Components Industry: Vision 2015,” the Indian Auto Components

Industry is envisaging to grow to US\$ 33-40 Billion, by 2015 from around US\$ 7Billion, at present.

The focus happened to be on ensuring quality & customer accountability and restrict mushrooming of spurious trade in bazaar through the marketing channels where some kind of control could be exercised by the company. The major thrust put by Industry leader at this juncture was to promote brand visibility and creation of brand image through endorsement. TV advertisements & image building at Retail sites.

The overall lube market is dependent on progress of Industrial development and the increase/decrease in the automotive industry and to some extent Marine Industry.

Vehicles in Figures

The cumulative growth of the Passenger Vehicles segment during April 2007 – March 2008 was 12.17 percent. Passenger Cars grew by 11.79 percent, Utility Vehicles by 10.57 percent and Multi Purpose Vehicles by 21.39 percent in this period.

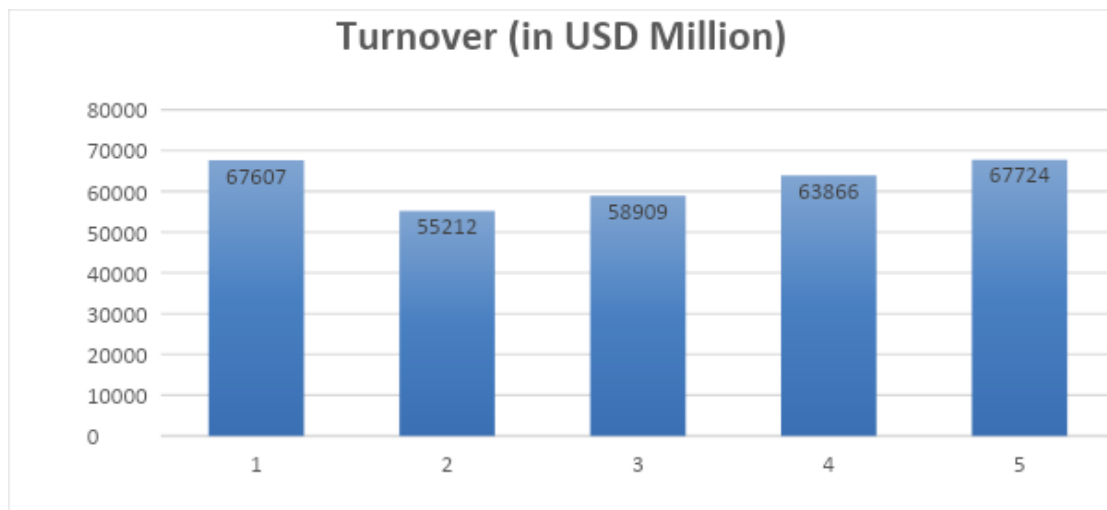
The Commercial Vehicles segment grew marginally at 4.07 percent. While Medium & Heavy Commercial Vehicles declined by 1.66 percent, Light Commercial Vehicles recorded a growth of 12.29 percent.

Three Wheelers sales fell by 9.71 percent with sales of Goods Carriers declining drastically by 20.49 percent and Passenger

Carriers declined by 2.13 percent during April- March 2012 compared to the last year.

Two Wheelers registered a negative growth rate of 6.8 percent during this period, with motorcycles and electric two wheelers segments declining by 11.90 percent and 44.93 percent respectively. However, Scooters and Mopeds segment grew by 11.64 percent and 16.63 percent respectively.

| Gross Turnover of the automobile Manufactured in India (in USD million) | |
|--|--------------------------------------|
| Year | Turnover (in USD million) |
| 2012-13 | 67607 |
| 2013-14 | 55212 |
| 2014-15 | 58909 |
| 2015-16 | 63866 |
| 2016-17 | 67724 |



India has second largest railway network, fifth largest mining industry & twelfth most industrialized nation in the world with 4.32 lakhs kms of road network. Thus with such a huge market for Lubes is also high.

Taking into consideration the above mentioned factors, the market potential for the lubes in the Fleet owners and authorized service centers, the consumption of lubes would also be very high. This is because, in fleet owners segment, most of the transportation of goods are done via roads across India. Moreover with the emergence of the travel agencies across from last few years as a blooming sector, there is a further scope of lube market. Also as far as the authorized service centers are concerned, the per capita income of the person has increased which has resulted in his/her spending power. Also since both husband and wife earns, they can afford a 4-wheeler (sometimes for both). For some of them it's a need. The 2-wheeler segment has grown by leaps and bounds as a result of which the demand for lubes is boosted further.

Competitor Analysis-

Having said that, with the new players (local as well as international) coming into the market, the competition for acquiring the market in the lube segment is not that easy. Castrol is the leading player in this market in India. Also Shell, Bharat Petroleum, Elf, Gulf and Mobil are the other competitors who have a considerable market share in the lubes industry. With different marketing strategies and evolving technologies day-by-day the competition is still getting stiffer. The automotive segment is the

most competitive. Multiple distribution channels and the large variety of automobiles make it a complicated segment to cater to. IOCL controls a significant percentage of petrol pumps in India. On the other hand, there are international players like Royal Dutch Shell, the global market leader in lubricants. Besides the big players, the company also has to ward off the challenge from smaller players who offer cheaper products in order to attract price-conscious customers.

Methodology

METHODOLOGY

Since the topic is ‘To study Sales of HP lubricants in districts of Pune and solapur’, it is important to know about the lubes and the related functionalities like demand, competition, primary market etc.

Therefore a careful research was done based on the initial visits to the Authorized HP petrol pumps and information was gathered about the lubes. Then based on that information a systematic questionnaire has been designed with the help of experts. The questionnaire was made in such a way that all the data that would be collected would give a clear picture of the exact potential of the market and help in planning the strategy to acquire the market further.

OBJECTIVES

1. To find out factor that influence the dealer to be more interested in sale of lubricants.
2. To know the purchase frequency and order size
3. To find out the satisfaction level of retailers with the benefits that they are getting from the different companies.

METHODOLOGY ADOPTED:

Research Design-

It is a systematic gathering information from respondents for the purpose of understanding or predicting some aspect of the behavior of the population of interest .A personal interest was made to know various dealers to get the source of Information .

Questionnaire Design-

A questionnaire is simply a formalized set of questions for eliciting information. Its function is measured and it represents the most common form of measurement in sales of lubricant research. In my project questionnaire I used Structured questions and involved directness so that the dealers are aware of the nature of the survey. In my questionnaire I have also used open ended as well as close ended questions.

Sampling Frame –

A sampling frame is a mean of representating the elements of population. A perfect sampling frame is one in which every element of the population is represented once.

A sampling frame here is a list of all the lubricants dealers in the market of Solapur and Pune.

Sampling Unit –

The sampling unit is the basic unit containing the elements of the population to be sampled. They are the dealers who own petrol pumps.

Sampling method –

The sampling method is one in which the sampling unit are selected. The method chosen for my project is Non-probability method.

Sampling size –

The sample size of my projects is 100. I have conducted telephonic conversations to each respondent with both random and satisfied method.

Secondary sources-

During defining the problem the secondary data was collected from the dealers and some information was also collected from

1. Internet
2. Company brochures

Primary sources-

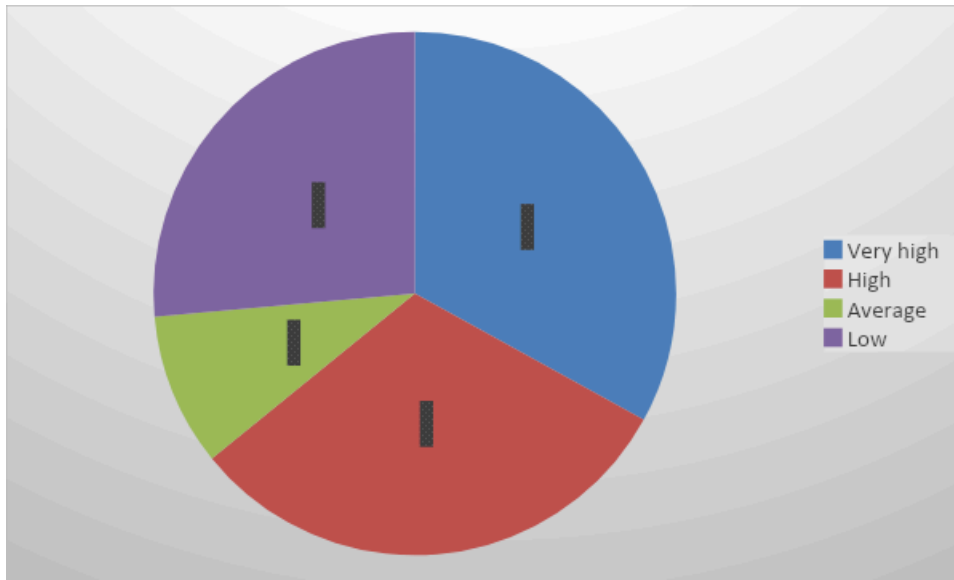
Primary data those which are collected specifically for the research situation at hand. Depending upon the objectives constructed and the information through questionnaire.

1. HP petrol pumps

Data Analysis

- **What is the motivational level to sell HP Lubricants?**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|-------------|---------------|--------------------|
| Very high | 35 | 35.0 | 35.0 | 35.0 |
| High | 33 | 33.0 | 33.0 | 68 |
| Average | 10 | 10.0 | 10.0 | 78 |
| Low | 28 | 28.0 | 28.0 | 28.0 |

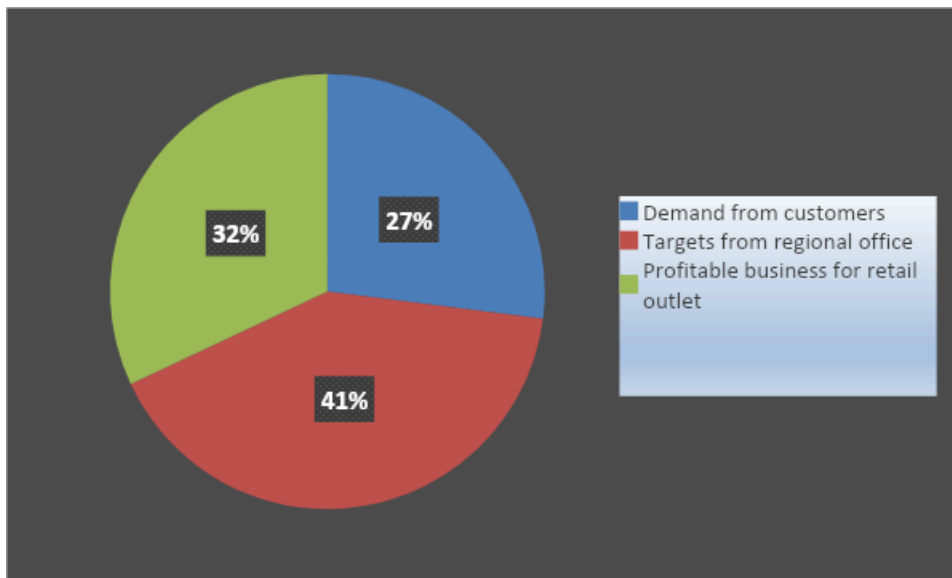


From the above table it infer that 35% of dealers have very high motivational level.33% having high motivational level followed by average and low having 10% and 28% motivational level respectively.

- **Why do you sell HP Lubricants?**

- **Demand from customers**
- **Targets from Regional Office**
- **Profitable business for Retail Outlet**

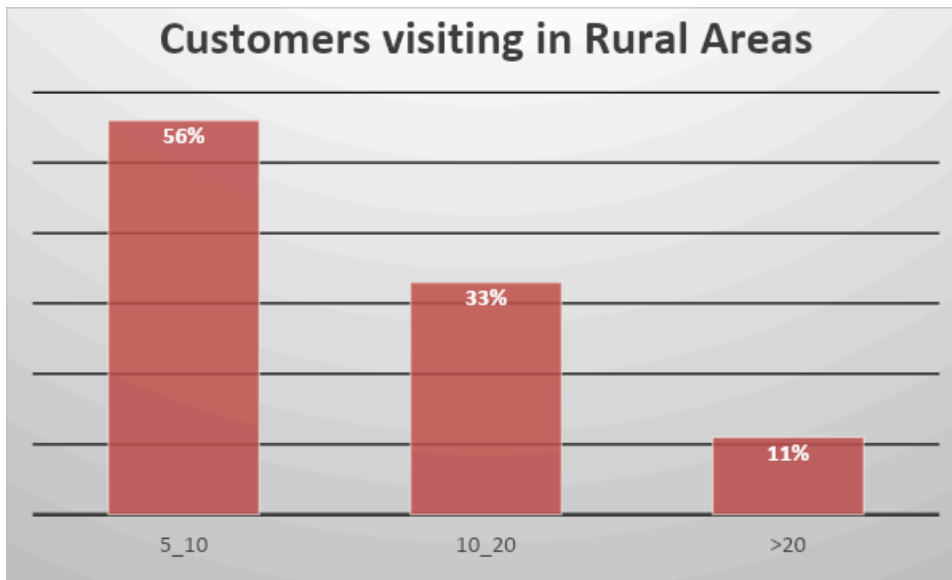
| | Frequency | Percent | Valid percent | Cumulative percent |
|---------------------------------------|-----------|---------|---------------|--------------------|
| Demand from customers | 27 | 27.0 | 27.0 | 27.0 |
| Targets from regional office | 41 | 41.0 | 41.0 | 68.0 |
| Profitable business for retail outlet | 32 | 32.0 | 32.0 | 100 |



- **How many genuine customers per day visit the outlet to purchase oil?**

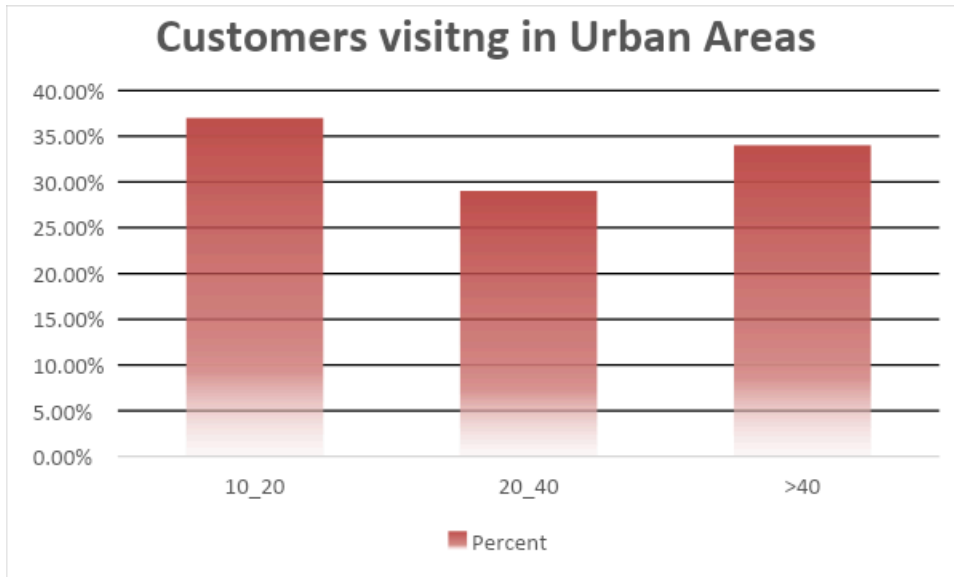
RURAL

| | Frequency | Percent | Valid percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 5-10 | 56 | 56.0% | 56.0 | 56.0 |
| 10-20 | 33 | 33.0% | 33.0 | 89.0 |
| >20 | 11 | 11.0% | 11.0 | 100 |



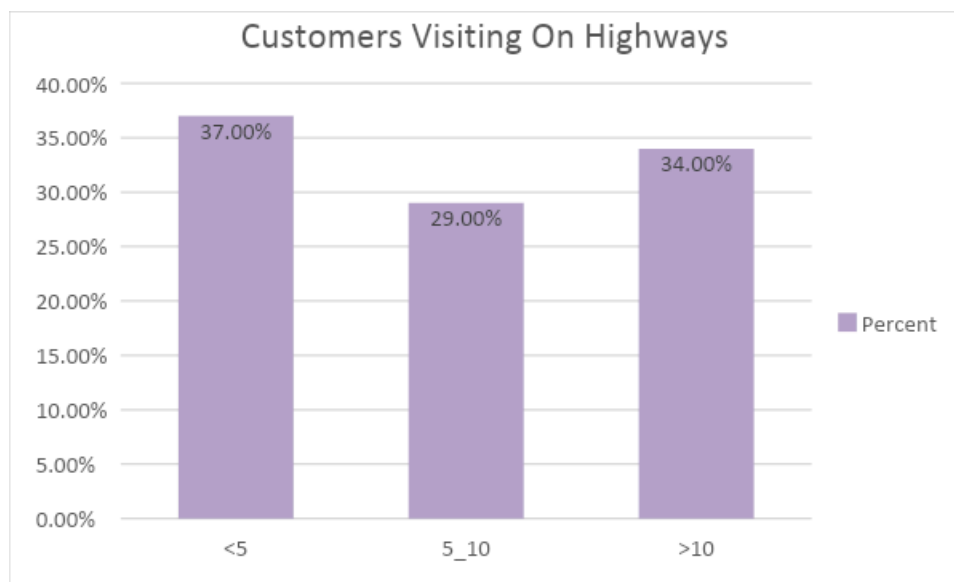
URBAN

| | Frequency | Percent | Valid percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 10-20 | 37 | 37.0% | 37.0 | 37.0 |
| 20-40 | 29 | 29.0% | 29.0 | 66.0 |
| >40 | 34 | 34.0% | 34.0 | 100 |



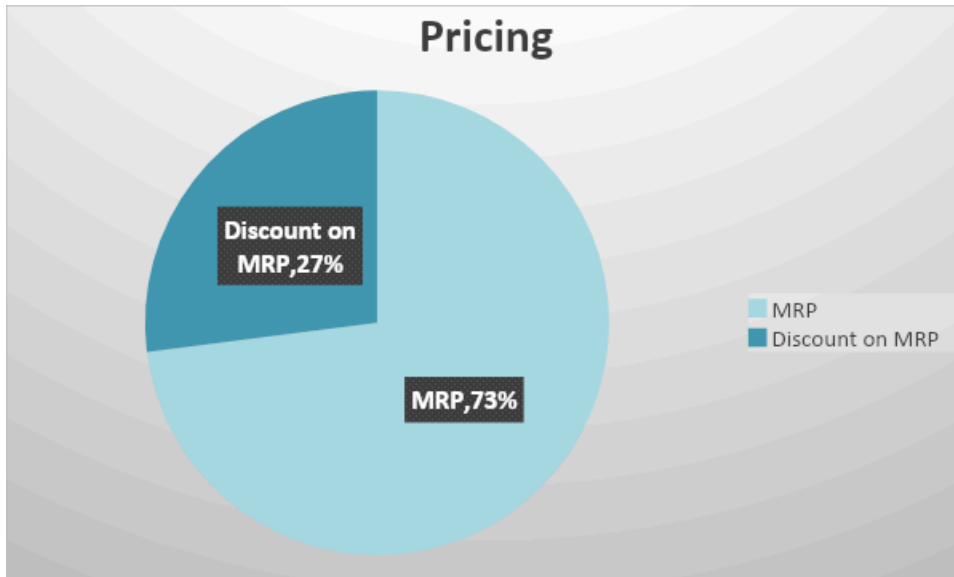
HIGHWAYS

| | Frequency | Percent | Valid percent | Cumulative Percent |
|------|-----------|---------|---------------|--------------------|
| <5 | 37 | 37.0% | 37.0 | 37.0 |
| 5-10 | 29 | 29.0% | 29.0 | 66.0 |
| >10 | 34 | 34.0% | 34.0 | 100 |



- **What is the pricing offered to the genuine customers (MRP / Discount on MRP)**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| MRP | 73 | 73% | 73.0 | 73.0 |
| Discount on MRP | 27 | 27% | 27.0 | 27.0 |



- **Will timely supplies of lubes to your Retail Outlet help in increasing the sales? What should be the order quantity which can be ordered in one consignment?**

Yes timely supplies will definitely increase the sales of lubricants.

The average order quantity given by the dealers in one consignment is around 1kL-2kL max.

- **Do you run any schemes to promote lube sales?**

Some dealers do provide schemes on festival occasions and patriotic days. Some of the dealers also provide 1L petrol free on purchase of lubricants.

Rest of the dealers do not provide any scheme due to lack of awareness or are not interested. These dealers are mostly from rural areas.

- **What type of branding at Retail Outlet is required to promote lube sales?**

Retail outlets are required to keep updating their customers of the new offers through various methods like attractive hoarding boards and runout various surveys.

Analysis of factors for buying the lubes

Quality : Quality matters as customers are often more conscious about the lubricants they use and check whether the lubricant is good enough for their vehicle and that their vehicle doesn't end up being parked in garages,

Rate: Rate is their top priority in Quality and Grades that is acceptable to their respective engines

Demand: In Rural areas there is very little scope of demand for Lubes of Company whereas in Urban areas there there is constant demand of lubes.

Facts & Findings

FACTS & FINDINGS

- It is found out that in Petrol pumps; most of the petrol pumps do not offer sales on the HP lubricants. HP lubricants are sold at retail price.
- Many of the Authorized Petrol Pumps have multiple shops for purchase of lubricants. Some petrol pumps in city areas of Solapur and Pune have attractive banners for increase in sales of HP Racer4 lubricants.
- Also in areas like JM Road, Koregaon Park Road, OPP. Kpit cummins at post Hinjewadi etc there are many Owners who have four wheeler vehicle and sales of lubricant in these is comparatively high than other areas.
- Some of the Managers and Owners at Petrol Pumps think that Hindustan Petroleum's Lubricating Oils are costly and also have wrong perception about Quality and therefore they don't buy Hindustan Petroleum's Lubricating Oils due to this misconception. This inspite of the fact that Hindustan Petroleum provides Lubricating oils good quality and at best competitive prices.
- It has also been mentioned by the dealers that the price of same product is lower than that available at nearby retail shops and therefore it is difficult to compete in the market.

Recommendations

RECOMMENDATIONS

- ✓ Immediate steps should be taken to create awareness of Hindustan Petroleum's Lube products in Petrol Pumps.
- ✓ Since supply seems to be one of problems stock registers should be provided to the dealers so that they can maintain records of all inventory and sales thus it becomes easier to monitor the supply.
- ✓ Staff of petrol pumps should be given training on the art of selling and marketing products to the customers.
- ✓ Servo lubricants has good brand name with good number of dealers but with reference to this project it was found that customers hesitate and have second thoughts while buying hp lubricants. So a proportional amount of advertisement is required to push the sales of HP lubricants.

Conclusion

CONCLUSION

The journey of a thousand miles begins with a single step and this step has been taken by Hindustan Petroleum Corporation Limited by being the only company to hold the flagship of the country.

In order to be the brand leader the company should maintain good relationship with channel partners . They should motivate and train the sales persons to increase the sales

The research carried out to find out the market potential of Lubricating Oils in Petrol pump in the districts of Pune and Solapur yielded out some interesting facts which were drawn and suggested above.

Questionnaire

APPENDICES

(Questionnaire for Retail Outlets/Petrol Pumps)

Study of Market Potential of Lubricating Oils in Service Centre Segment

Name –

Address/Contact No. –

Questionnaire –

- **What is the motivational level to sell HP Lubricants?**
 - **Very High**
 - **High**
 - **Average**
 - **Low**
 - **Very Low**

- **Why do you sell HP Lubricants?**

- Demand from customers
 - Targets from Regional Office
 - Profitable business for Retail Outlet
- What is the competency level of FSMs to advise customer to use particular grade of oil? Will the training to FSM on lubes help in increasing sales.
 - How many genuine customers per day visit the outlet to purchase oil?
 - What is the pricing offered to the genuine customers (MRP / Discount on MRP).
 - Will timely supplies of lubes to your Retail Outlet help in increasing the sales? What should be the order quantity which can be ordered in one consignment?
 - Do you run any schemes to promote lube sales?
If Yes (What type of schemes)
 - If No (What type of schemes are required)
 - What type of branding at Retail Outlet is required to promote lube sales?

- Will the adhoc services such as Oil Changing Machine / Oil Station help in increasing lube sales? What services you recommend should be there?

- Suggestions for improvement in regular daily lube sales:

SAMPLE QUESTIONNAIRE OF DEALER

APPENDICES

(Questionnaire for Retail Outlets/Petrol Pumps)

Study of Market Potential of Lubricating Oils in Service Centre Segment

Name – Patil Petroleum Solapur

Address/Contact No. – HP PETROL PUMP, SURVEY NO. 101/B, BHAVANI PETH, DAYANAND COLLEGE ROAD
SOLAPUR CITY, TALUKA NORTH SOLAPUR 413002

Questionnaire –

- What is the motivational level to sell HP Lubricants?
 - Very High
 - **High**
 - Average
 - Low
 - Very Low
- Why do you sell HP Lubricants?

- Demand from customers
 - **Targets from Regional Office**
 - Profitable business for Retail Outlet
- What is the competency level of FSMs to advise customer to use particular grade of oil? Will the training to FSM on lubes help in increasing sales.
 - We didn't had standard training to FSMs but we surely think that training will help in increase sales of HP lubes.
 - How many genuine customers per day visit the outlet to purchase oil?
 - 5-10 genuine customers visit daily to purchase lubes.
 - What is the pricing offered to the genuine customers (MRP / Discount on MRP).
 - Pricing offered is strictly based no MRP . No whatsoever schemes or discounts are provided
 - Will timely supplies of lubes to your Retail Outlet help in increasing the sales? What should be the order quantity which can be ordered in one consignment?
 - There is not a major issue about the supply of lubes and the order quantity which can be ordered in one consignment is min 4kl.
 - Do you run any schemes to promote lube sales?

If Yes (What type of schemes)

If No (What type of schemes are required)

 - Schemes should also be provided on lesser order quantities which is beneficial for the retail outlet dealres.

- **What type of branding at Retail Outlet is required to promote lube sales?**
 - **Seasonal flyers and posters should be provided to the dealers to promote lube sales.**

- **Suggestions for improvement in regular daily lube sales:**
 - **Dealer suggested to increase margin for the lubes so that they will also gain interest which lead in greater order quantity and more sales.**

APPENDICES

(Questionnaire for Retail Outlets/Petrol Pumps)

Study of Market Potential of Lubricating Oils in Service Centre Segment

Name – SHRI GURUKRUPA PETROLEUM

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Questionnaire –

- **What is the motivational level to sell HP Lubricants?**
 - **Very High**
 - **High**
 - **Average**
 - **Low**
 - **Very Low**

- **Why do you sell HP Lubricants?**
 - **Demand from customers**
 - **Targets from Regional Office**
 - **Profitable business for Retail Outlet**

- **How many genuine customers per day visit the outlet to purchase oil?**
 - 10-15 genuine customers visit daily to purchase lubes.**

- **What is the pricing offered to the genuine customers (MRP / Discount on MRP).**
 - Some schemes are provided on seasonal festivals.**

- **Will timely supplies of lubes to your Retail Outlet help in increasing the sales? What should be the order quantity which can be ordered in one consignment?**
 - Order quantity is around 5-6Kl**

- **Do you run any schemes to promote lube sales?**

If Yes (What type of schemes)

 - 1L petrol free is provided on purchase of racer4**

If No (What type of schemes are required)

- **What type of branding at Retail Outlet is required to promote lube sales?**
 - Oil changing machine will promote the lube sales definitely.**

- **Suggestions for improvement in regular daily lube sales:**
 - **More schemes to be provided so that we can compete with retail shops and encourage customers to buy directly from us.**
 - **More advertisement is required in order to gain greater sales and attraction from customers**

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