CORE
CONCEPT

Petroleum Products Marketing and Fuel Retail: Pump Pricing, Dealers and Commercial Fuel Accounts

13 – 17 September 2027
London - Central London four-star

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Introduction:

Petroleum products marketing and fuel retail lose margin when pump prices trail supply cost, dealer terms reward volume over quality, commercial fuel accounts are served at a loss and new stations are placed on traffic counts alone. This Core Concept course gives downstream marketing staff the methods to build a pump price from product cost to forecourt, segment aviation, marine, fleet and industrial buyers, choose operating models for each station and protect quality and quantity at the dispenser. Participants build a Fuel Marketing and Station Network Plan with a site economics and pump price model.

Course Objectives:

- Explain the commercial properties of gasoline, diesel, jet fuel, LPG, lubricants and bitumen to customers and set the product range each channel carries
- Build a pump price and a commercial fuel price from import parity, terminal price, freight, taxes and dealer margin, and test it against competitor postings
- Segment commercial fuel buyers across aviation, marine, fleets, industry and construction and set supply terms, fuel card controls and credit rules for each
- Evaluate station sites and operating models, including company-owned and dealer-operated options, with volume, non-fuel income and capital return estimates
- Apply quality and quantity checks at depots and stations, from dispenser calibration and tank dips to water checks and loss reconciliation
- Plan the station network response to electric vehicle charging, competition and market rules and compile a Fuel Marketing and Station Network Plan

Target Audience:

- Managers responsible for fuel station network performance, site development and forecourt standards
- Managers accountable for dealer and franchise relationships, dealer agreements and dealer margins
- Commercial fuel sales managers who hold fleet, industrial, construction and government supply accounts
- Aviation and marine fuel sales managers responsible for into-plane supply and bunker contracts
- Pricing and supply planning managers who set pump prices, terminal prices and depot replenishment
- Non-fuel retail and loyalty managers who run convenience stores, car wash and partner services at stations

Course Outline:

Day 1: Downstream Fuels Marketing Landscape and Refined Product Range

- Downstream Value Chain Map: Refinery Gate, Import Terminal, Depot, Station and End Customer
- Gasoline Octane Grades and Diesel Sulphur Grades as Customer-Facing Product Choices
- Jet A-1 to ASTM D1655 and DEF STAN 91-91, LPG Cylinders and Bulk LPG as Sales Lines
- Lubricants and Bitumen Portfolio Economics: Packaged Grades, Bulk Grades and Technical Service
- Fuel Marketer Performance Baseline: Volume by Channel, Unit Margin and Market Share

Day 2: Secondary Distribution, Pump Price Build-Up and Operating Models

- Secondary Distribution Planning: Terminal Loading, Road Tanker Scheduling and Depot Stock Cover
- Import Parity Price Build: Cost and Freight Value, Duties and Inland Transport
- Terminal Price to Pump Price Waterfall: Excise, Value Added Tax, Dealer Margin and Marketer Margin
- Station Operating Models: Company-Owned Company-Operated, Company-Owned Dealer-Operated and Dealer-Owned Dealer-Operated
- Dealer and Franchise Agreement Terms: Supply Exclusivity, Brand Standards and Margin Sharing

Day 3: Commercial Fuel Accounts, Fuel Cards and Forecourt Retail

- Aviation Fuel Sales: Airline Tenders, Into-Plane Service Fees and Airport Throughput Charges
- Marine Bunker Sales: Delivered Bunker Pricing, Barge Supply and Bunker Delivery Notes
- Fleet, Industrial and Construction Accounts: Bulk Delivery, On-Site Tanks and Credit Terms
- Fuel Card Programme Design: Bunkered and Retail Cards, PIN, Odometer Capture and Grade Limits
- Forecourt Non-Fuel Income: Convenience Store Range, Car Wash, Quick Service Food and Loyalty Points

Day 4: Quality and Quantity Assurance, Competition and the Energy Transition

- Dispenser Calibration Checks, Tank Dips and Wet Stock Reconciliation Routines
- Product Quality Control at Station Level: Water Finding Paste, Density Checks and Retained Samples
- Fuel Loss Control: Delivery Shortages, Evaporation, Leak Detection and Pilferage Signals
- Fuel Market Competition and Regulation Overview: Price Regimes, Licensing and Station Spacing Rules
- Electric Vehicle Charging at Stations: Charger Types, Dwell Time Retail and Charging Cards

Day 5: Site Economics Modelling and the Fuel Marketing and Station Network Plan

- New Station Site Appraisal Model: Traffic Flow, Catchment, Competitor Sites and Capture Rate
- Station Profit and Loss Build: Fuel Margin, Non-Fuel Margin, Operating Cost and Capital Return
- Pump Price and Commercial Account Pricing Model Under Cost and Competitor Scenarios
- Network Portfolio Review: Upgrade, Rebrand, Dealerise or Divest Decisions by Site
- Fuel Marketing and Station Network Plan Assembly and Peer Challenge

Skills You Will Gain:

- Refined Product Range Management
- Pump Price Build-Up
- Secondary Distribution Planning
- Dealer Agreement Management
- Commercial Fuel Account Development
- Fuel Card Programme Control
- Wet Stock Loss Control
- Station Site Appraisal

Why Attend This Course:

- Return with a Fuel Marketing and Station Network Plan and a working site economics and pump price model built on your own network
- Show where each litre earns or loses money across retail, dealer, fleet, aviation and marine channels
- Tighten station routines that stop wet stock losses, off-specification product and short deliveries before customers complain
- Compare station operating models and electric vehicle charging choices with peers from fuel marketers, distributors and dealers

Conclusion:

Fuel marketing profit is made litre by litre across the forecourt, the dealer contract and the commercial account. The course moves from the refined product range and the downstream chain, through secondary distribution, pump price build-up and station operating models, to aviation, marine and fleet sales, fuel cards, non-fuel retail, wet stock control, market rules and electric vehicle charging. The final day turns these methods into a Fuel Marketing and Station Network Plan ready for review by commercial management.