



*Training Course:  
Oil Products Marketing*

*15 - 19 July 2024  
Accra (Ghana)*

## Training Course: Oil Products Marketing

Training Course code: SC235143 From: 15 - 19 July 2024 Venue: Accra (Ghana) - Training Course Fees: 6545 ₵ Euro

### Introduction

Welcome to the Oil Products Marketing Training Program! In today's dynamic and competitive energy landscape, effective marketing strategies are essential for organizations in the oil and petroleum sector. This comprehensive training program has been designed to equip professionals in the industry with the knowledge and skills needed to succeed in the complex world of oil products marketing.

As we delve into this program, you will gain insights into market analysis, regulatory compliance, supply chain management, customer relationship management, sustainability practices, data analysis, and financial management, all tailored to the unique challenges of the oil products marketing sector.

### Objectives

Upon completion of this training program, participants will be able to:

- Understand the fundamentals of the oil industry, including key players and market dynamics.
- Conduct effective market analysis and develop strategic marketing plans.
- Comply with regulatory requirements and navigate environmental and safety standards.
- Manage the complexities of supply chain operations, from procurement to logistics and risk management.
- Build and maintain strong customer relationships, enhancing customer satisfaction and loyalty.
- Explore sustainable practices and strategies for a changing energy landscape.
- Utilize data analysis and digital marketing techniques to drive marketing success.
- Develop budgeting and financial management skills to optimize marketing campaigns.

### Target Audience

This training program is ideal for professionals and decision-makers in the oil and petroleum industry, including but not limited to:

- Marketing and Sales Executives
- Product Managers
- Supply Chain Managers
- Regulatory and Compliance Officers
- Environmental and Safety Specialists
- Customer Service Representatives
- Sustainability and Clean Energy Advocates
- Financial Analysts
- Procurement and Logistics Professionals

## Training Program Outline

### Day 1: Introduction to Oil Products Marketing

- Welcome and Program Overview
- Understanding the Oil Industry
- Key Players and Stakeholders
- Market Trends and Challenges

### Day 2: Market Analysis and Strategy Development

- Market Segmentation
- Competitor Analysis
- SWOT Analysis
- Market Research Tools and Techniques

### Day 3: Regulatory Compliance and Supply Chain Management

- Overview of Regulatory Bodies and Compliance Requirements
- Environmental Regulations
- Health and Safety Standards
- Procurement and Sourcing
- Inventory Management
- Logistics and Transportation
- Risk Management in the Supply Chain

### Day 4: Customer Relationship Management and Sustainability

- Building and Maintaining Customer Relationships
- Customer Segmentation
- Customer Service Best Practices
- Sustainable Practices in Oil Marketing
- Managing the Transition to Clean Energy

### Day 5: Data Analysis, Financial Management, and Program Wrap-up

- Data Collection and Analysis
- Market Forecasting and Predictive Analytics
- Digital Marketing Strategies
- Budgeting and Financial Planning

- Return on Investment ROI Analysis

## Registration form on the Training Course: Oil Products Marketing

Training Course code: SC235143 From: 15 - 19 July 2024 Venue: Accra (Ghana) - Training Course Fees: 6545  
€ Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.