



# WOG

## Marketing Strategic Analysis and proposals for improving the company's marketing activities in Ukraine

Prepared for networks of filling complexes WOG

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One of the networks of filling complexes.

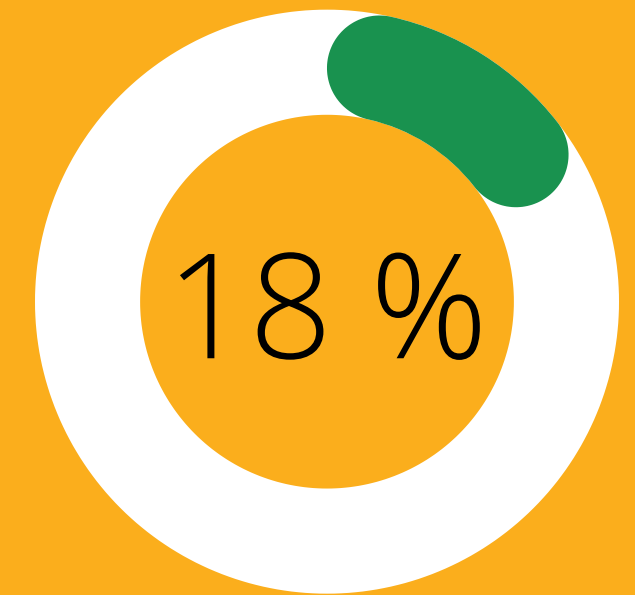
24 regions, in which filling stations are represented in Ukraine.

- **Mission:** to provide customers and partners with high-quality fuel.
- **Values:** customer.
- **Goals:** not just to satisfy the needs of customers, but to make their lives a little more joyful, a little easier.

# Market trends, size, market share, position

Nielsen: WOG is the market leader and trendsetter, with 415 filling stations in Ukraine.

The market for all petroleum products that the company sells through all distribution channels.



WOG is the leader in the quality of reputation management according to the rating "Reputation ACTIVists" 2020 - oil refining and retail.

WOG Complex Eco Platform



# Analysis of enterprise marketing environment

## S

- Quality fuel (import).
- The system of deliveries of fuel and related goods to filling stations (logistics) is adjusted.
- PRIDE customer loyalty system.
- WOG PAY.

## W

- High fuel prices.
- High staff turnover.
- Negative customer reviews for fuel

## O

- Improving the fuel quality control system.
- Improving the quality of service.
- Increasing the budget for marketing campaigns.

## T

- The economic situation in the country.
- Pricing policy of the industry.
- Possible termination of work in wartime.
- Increasing the market share of competitors

## What do customers want?

Most drivers want to refuel with quality fuel by affordable price and and get bonuses for the next purchase and a little more.

## How does WOG survive competition?

- Actions
- PRIDE loyalty program
- Fuel quality control
- WOG Market
- WOG CAFE
- WOG TV

**KSF**

**Being modern and innovative - is the key to sustainable development.**

Market Growth Ratio

BCG



Relative Market Share

Existing products

New products

Existing market

Increase in the frequency of product use due to PRIDE loyalty programs, quality of service and a variety of additional services

WOG is focused on retail, “capturing” trains and airports in a short time.

New market

- Update a WOG Pay
- WOG Cafe improvement
- Pride Mobile Application

WOG distributed the company's risks between different areas of business (if one type of business is not successful, the second will provide the company with growth)

**ANSOFF**







# WOG uses a product development and deep market penetration strategy

Gasoline, car wash, cafe, supermarket, tire fitting, machine oils, etc.

Average market price of gasoline

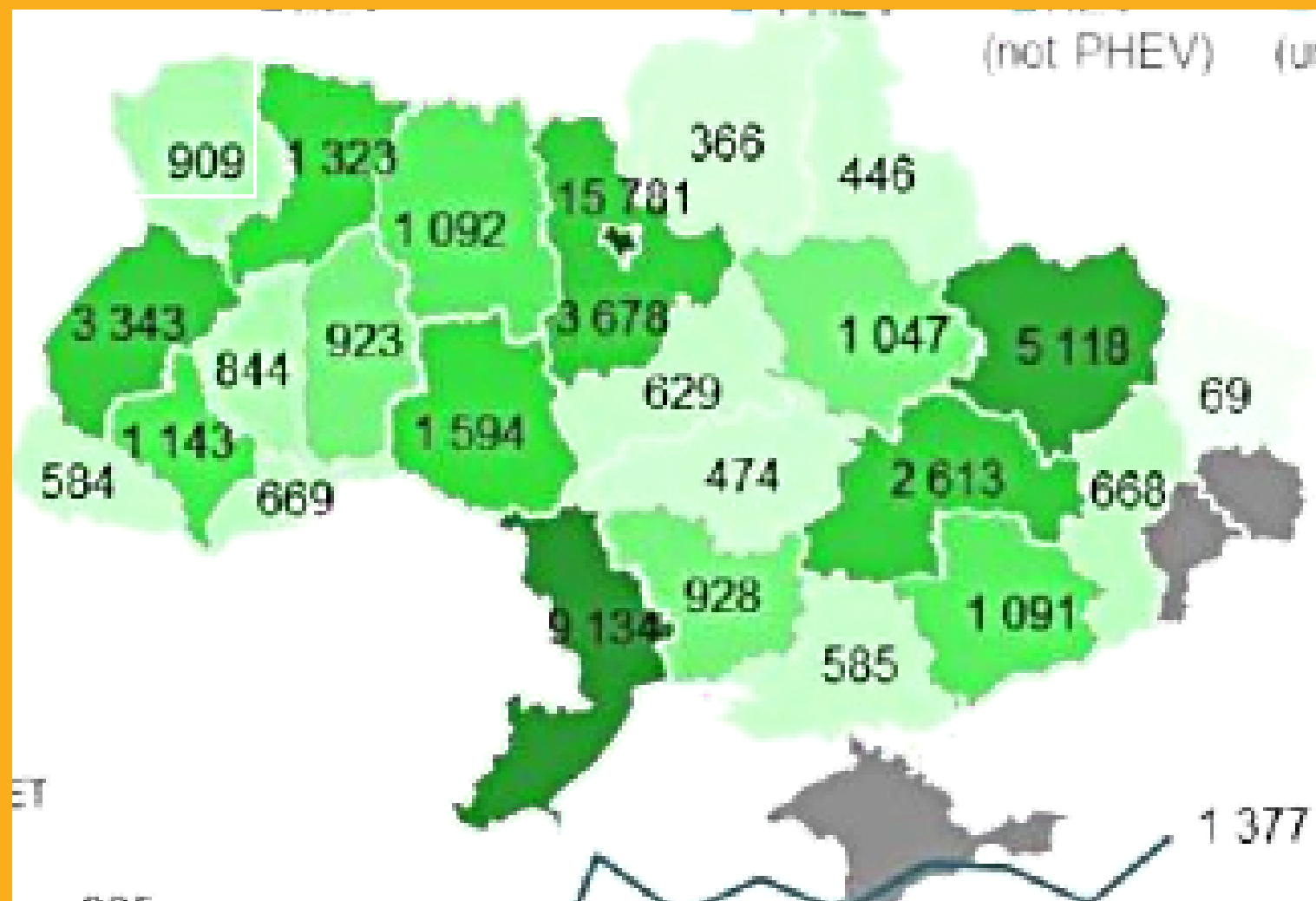
**4P**

In Ukraine:  
415 filling stations  
245 WOG Market  
388 WOG Cafe

WOG TV  
Social Networks  
Through social projects

# Improving the marketing activity

The development of electric filling stations in the areas, with more than 1000 potential clients.



Number of electric vehicles in Ukraine

**Become a monopolist or bankrupt?**



# The economic effect of proposal

805.650 hryvnia investing.

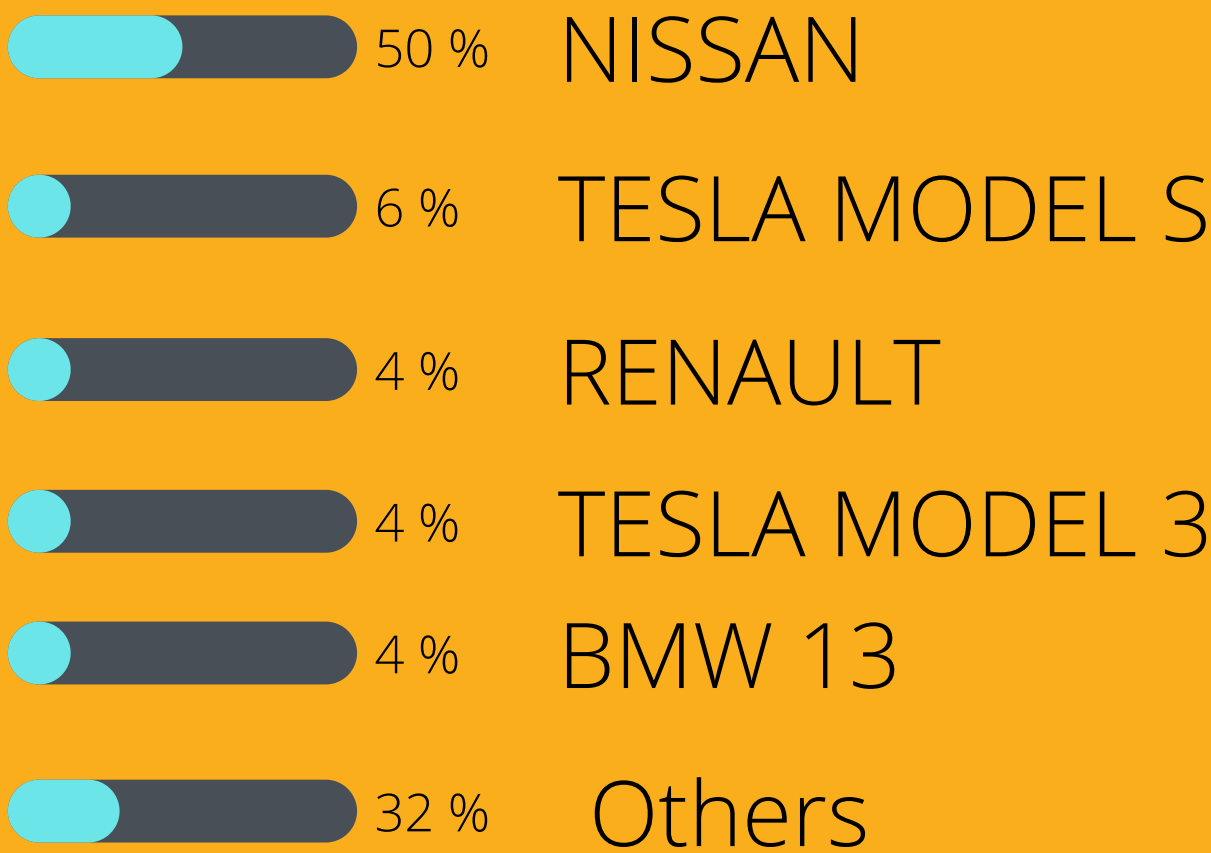


The company's profit will increase by 57.572.424 hryvnia (without tax deduction).

# Calculations

47% of all cars is EV (25.853 cars; 55.051 in general)

Persentages of EV by brands:



Cars	kW	Cars	power reserve	kW/day consumption
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$12927 \cdot 27 / 160 \cdot 70 = 152700$   
 $1551 \cdot 100 / 500 \cdot 70 = 21714$   
 $1034 \cdot 40 / 120 \cdot 70 = 24127$   
 $1034 \cdot 78 / 400 \cdot 70 = 14114$   
 $1034 \cdot 42 / 140 \cdot 70 = 82730$

At an average speed in Ukraine 70 km/hour

$307545 \cdot 0,2 = 61509$   
 $61509 \cdot (5,1 - 2,5) \cdot 360 = 57.572.424$

5,1 - cost of 1 kW  
2,5 - cost price