

Petroleum Trends International, Inc.
The Pipeline for Market Research in the Lubricants Business

Lubricant Supplier-Distributor Relations, 2015

The Second in a Continuing Series of Market Research
Reports Ranking and Rating
Supplier – Distributor Relations

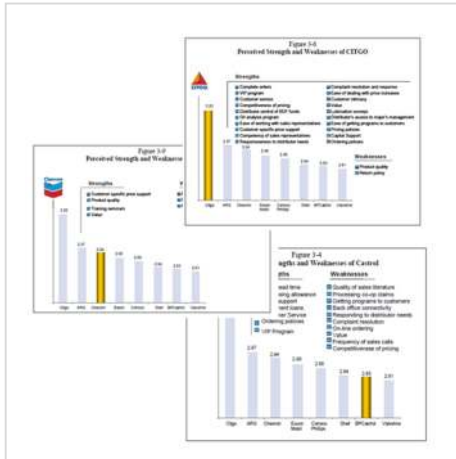
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Lubricant Supplier-
Distributor
Relations, 2015



Lubricant Supplier - Distributor Relations, 2015

LUBRICANT SUPPLIER - DISTRIBUTOR RELATIONS, 2015 is Petroleum Trends International's second comprehensive analysis of the perceptions lubricant marketers have about the major and independent blenders of lubricants in the U.S. market. The first in this series was a well-received report completed in 2006. **LUBRICANT SUPPLIER - DISTRIBUTOR RELATIONS, 2006** surveyed the thoughts and opinions of 178 lubricant marketers.



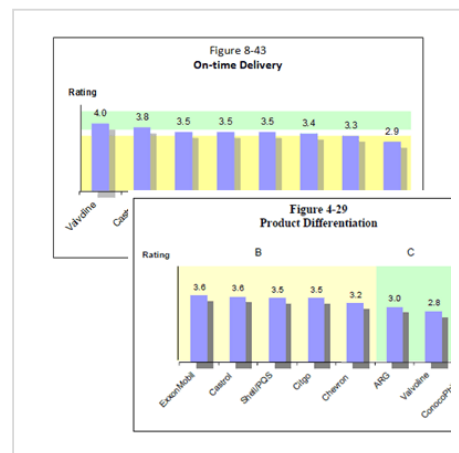
As with the first market research report, this survey and analysis will reach approximately the same, if not more marketers to provide information and insight on how lubricant marketers rank and rate manufacturers of lubricants in terms of their products, programs, pricing, technical and customer service, added-value services, and a wide range of other areas influencing their business and relationships with major suppliers. In addition, it examines how marketers view majors with regards to their private label lubricants, dead stock returns, commitment to the lubricants business,

and others.

This report will provide a unique blend of objective market survey data and professional insight covering a wide range of attributes that shape major-marketer relationships. And in today's business environment, this information is vital to assist majors and marketers develop new relationships, strengthening existing relationships, and advance growth strategies.

This report includes rankings and ratings of the following majors and independent lubricant suppliers:

- BP/Castrol
- Chevron
- CITGO
- ENI/Agip
- ExxonMobil



- Petro-Canada
- Phillips66
- Shell
- Valvoline
- Amalie
- CAM2
- CHS
- Pinnacle
- Smitty's Supply
- Warren Distribution
- Warren Oil

Background

LUBRICANT SUPPLIER-DISTRIBUTOR RELATIONS, 2015 is Petroleum Trends International's second comprehensive analysis of the perceptions lubricant marketers have about the majors and leading independent blenders they conduct business with. In addition to providing a current assessment of major-marketer relations, this report compares and contrasts how these relationships have changed since 2006 when Petroleum Trends published its first report focusing on this subject.

Objective

The objective of Petroleum Trends International's multi-client study, **LUBRICANT SUPPLIER-DISTRIBUTOR RELATIONS, 2015** is to provide leading lubricant manufacturers with objective market research data that can be used to improve relationships with marketers and therefore, the competitiveness of both the majors and their marketers in the U.S. lubricants business. Key to this objective is a comparison of how the relationships of majors and marketers have changed since Petroleum Trends International's first report on this subject in 2006. Early indications suggest the changes are significant.

Report Features

- Comparative survey data ranking and rating lubricant manufacturers' policies, programs, pricing, people, products, and other factors



- Assessment of changes in attribute rankings and ratings from 2006 to 2015.
- Objective and in-depth analysis of why some majors are leaders, while others are laggards in marketer relations
- Recommendations on how to achieve excellence in marketer and end-user relations
- Profiles of the majors and the leading independent lubricant manufacturers in the U.S. market.

Report Benefits

- Improved marketer and end user relations and sales growth
- Independent and trusted resource to compare and contrast claims when working to gain marketer's business
- Excellent training resource for sales and marketing professionals, new business managers, and other professionals working with lubricant distributors

Additional benefits: Subscription to the study includes an executive summary presentation of the report findings at the subscriber's facility for no additional costs other than travel expenses.

The Petroleum Trends International Advantage

- PTI has a confidential, trusted and respected relationship with lubricant marketers. As a result, we gain unique insight into how marketers rank and rate the majors
- PTI has the ability to sort through the angst and anger to uncover the real and pressing issues on the minds of marketers and to present these issues to majors in a fair and productive way
- Petroleum Trends does the research
 - Decades of real-world experience in the lubricants business



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- VIII. Shell
- IX. Valvoline

- b) Independent blenders

- I. Amalie
- II. CAM2
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- VI. Smitty's Supply
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Each supplier profile includes:

- Estimated lubricant sales
- Distribution
- Survey results (a consolidated ranking and rating of suppliers in the attributes surveyed, information and insight on the perceived strengths and weaknesses of suppliers in these areas)
- Marketer programs; information and insight on:
 - Position and support on private label lubricants
 - Business development funds (BDFs)
 - Financial incentive programs
 - Buybacks (aka DFOA)
 - Marketer salesperson incentive program
 - Equipment funding

- Volume incentive programs
- Oil analysis
- STLE Certification incentives
- Mergers and acquisition loans
- Marketer awards and recognition programs
- Installer market programs
- Return policies/dead inventory

4) MARKETER SURVEY

a) Ranking and Rating Majors, 2015

This section ranks and rates each of the majors as they are perceived by marketers in the following areas. It provides information and insight about the leaders and laggards and best in class practices in each of the areas surveyed.

- 1) Commitment to the business. Are they in it for the long haul or likely to exist
- 2) Senior management relationships
- 3) Strategic planning and business development, cooperation, and capability
- 4) Position and practices around private label lubricants (marketer's brands)
- 5) Competency of sales representatives
- 6) Customer intimacy/knowledge of end-user wants and needs
- 7) Customer Service
- 8) Ease of working with sales representatives
- 9) Field Support
- 10) Lubrication Surveys
- 11) Quality of sales support
- 12) Responsiveness to Distributor Needs
- 13) Frequency of Sales Calls
- 14) Quality of Sales Literature
- 15) Training Seminars
- 16) Back-office connectivity
- 17) Credit Issues/Resolution
- 18) Complete Orders
- 19) Lead time from order placement to shipment
- 20) On-time delivery
- 21) On-line information
- 22) On-line ordering
- 23) Ordering policies

- 24)Return policy on damaged products
- 25)Return policy on dead stock and dead stock inventories for national accounts
- 26)Processing co-op claims
- 27)Combining Orders
- 28)Operational Efficiency
- 29)Product Quality
- 30)Depth and Breadth of Product Line
- 31)Brand Image/Brand Strength
- 32)New Product Introductions
- 33)Product Support
- 34)Product Differentiation
- 35)Competitiveness of Pricing
 - i) Heavy duty engine oil
 - ii) Passenger car motor oil
 - iii) Industrial lubricants
- 36)Customer Specific Price Support
- 37)Ease of Dealing with Price Increases
- 38)Pricing policies
- 39)Ease of working with scheduled pricing
- 40)Value
- 41)Advertising Allowance
- 42)Brand Support
- 43)Distributor Control of BDF Funds
- 44)Equipment Loans
- 45)Buyback Fees/DFOA
- 46)Oil Analysis Program
- 47)VIP Program
- 48)Distributor's Access to Major's Management
- 49)Capital Support (supplier's willingness to invest in marketer's business)
- 50)Complaint Resolution and Response

b) Comparative Analysis, 2006 – 2015

This section will provide a comparative analysis of how marketers rank and rate majors and other lubricant suppliers in 2015 and how this has changed since the first survey conducted by Petroleum Trends International in 2006.

Report Fee and Schedule

The fee for **Lubricant Supplier-Distributor Relations, 2015** is \$18,500. Subscribers will be invoiced for half of the subscription fee at the time of launch. The balance will be invoiced with delivery of the final report.

Publication Date: October 2015
Number of pages: 250 (estimated)

Qualifications

Petroleum Trends International, Inc. is an independent strategic planning and market research consulting firm based in Metuchen, New Jersey. The firm specializes in lubricant and fuel issues related to market size and segmentation, new business and product development, manufacturing economics, formulations and blending, competitive forces, customer intelligence, strategic and tactical planning, benchmarking, and best practices. Petroleum Trends International assists its clients increase sales and grow by identifying business opportunities and emerging market trends, and to achieve operational excellence.

In addition to its solid consulting experience, the firm's staff and network of industry partners have a reputation built on decades of real-world experience in lubricant sales, technical service and product development, jobber relations, blending and packaging, supply and distribution, strategic planning, and other lubricant and fuel related issues.

Specific to this report, the research, analysis, and report writing will be conducted by Thomas Glenn. Glenn has been in the lubricants business for 36 years.

A brief bio for Tom follows:

- Thomas F. Glenn, President of Petroleum Trends International, Inc. is a well-known industry thought leader who is published monthly in columns with *Lubes 'n' Greases* and *Jobbers World*.
- Glenn has completed numerous proprietary and multi-client projects on a wide range of products and issues in the lubricants business. These projects have included such product categories as lubricants, lubricant



additives, petroleum waxes, metalworking fluids, base stocks, and greases.

- Glenn started his career in the late '70s with Analysts, Inc where he started as a data analyst and eventually became the general manager. Glenn also worked in commercial and industrial sales for Texaco and as an Amoco super jobber. In addition, he was a consultant, project manager, and business manager for Kline & Company prior to founding Petroleum Trends International.

Lubricant Supplier- Distributor Relations, 2015

Order Form

Major Lubricant Suppliers in the US Market, 2015

Our company (hereafter "Client") agrees to order the Petroleum Trends International, Inc. report "Lubricant Supplier-Distributor Relations, 2015" (hereafter "the Report") in accordance with the following terms and conditions:

- 1) Petroleum Trends International, Inc. will provide Client with two (2) hard copies of the Report.
- 2) The Report and its content are for the sole use of Client and will be retained by Client as a confidential document for its own use and/or use by any affiliates and subsidiaries where Client has 51 percent or greater ownership. Client agrees that it cannot, however, make the Report and/or its contents available to an affiliate or subsidiary (regardless of ownership position) if affiliate or subsidiary is in the publishing business, or the business of market and marketing research or management consulting. Client agrees not to reproduce (copy, scan, or by any other means, mechanical or electronic) or further distribute the Report or any pages within the Report or any part of the Report. The obligations defined in this agreement shall remain in effect for three (3) years from receipt of the Report(s).
- 3) The price of the report is \$18,500.
- 5) A 50% deposit is required to lock in the pre-launch discount price. The balance of the payment will be billed with delivery of the completed report.
- 6) Client understands that if a sufficient number of subscribers to this report(s) are not obtained, the study will be cancelled before an invoice is submitted.

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