

OIL AND GAS | OG-069

Downstream Fuel Marketing and Retail Management

Contact

+31 85 7444446
info@aractech.com
https://aractech.com

Address

Waarderweg 50, 2031PB Haarlem - Netherlands.

Course content

Why Attend

Fuel marketing and retail networks connect refineries and importers with millions of customers. Success depends on network planning, supply and logistics, pricing, non-fuel retail, customer experience, safety and compliance.

This Aractech course covers downstream market structures, fuel supply and distribution, retail network strategy, site operations, pricing and margin management, convenience retail, commercial and B2B fuel sales, digital customer experience and the transition to EV charging and alternative fuels.

Course Methodology

- Industry case studies
- Network planning exercises
- Pricing workshops
- Site performance analysis
- Group presentations

Course Objectives

- Understand downstream fuel market structures
- Plan fuel supply and distribution
- Develop retail network strategies
- Manage pricing, margins and non-fuel retail
- Improve site operations, safety and customer experience
- Adapt to EV charging and alternative fuels

Target Audience

- Fuel marketing and retail managers

Course content

- Network planners
- Area and site managers
- Commercial and B2B sales staff

Course outline

Detailed course outline

Day-by-day outline for Downstream Fuel Marketing and Retail Management.

Day 1 - Downstream Markets

- 09:00-09:39 | Market structures
- 09:39-10:18 | Regulation and pricing regimes
- 10:18-10:57 | Competitive landscape
- 10:57-11:00 | Customer segments
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Customer segments (continued)
- 12:05-12:43 | Trends
- 12:43-14:00 | Exercise: Market analysis

Day 2 - Supply and Distribution

- 09:00-09:39 | Supply sources
- 09:39-10:18 | Terminals and depots
- 10:18-10:57 | Secondary distribution
- 10:57-11:00 | Inventory management
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Inventory management (continued)
- 12:05-12:43 | Quality control
- 12:43-14:00 | Workshop: Distribution planning

Course outline

Detailed course outline

Day-by-day outline for Downstream Fuel Marketing and Retail Management.

Day 3 - Retail Network Strategy

- 09:00-09:39 | Network planning
- 09:39-10:18 | Site selection
- 10:18-10:57 | Dealer and company-operated models
- 10:57-11:00 | Branding
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Branding (continued)
- 12:05-12:43 | Investment decisions
- 12:43-14:00 | Exercise: Site evaluation

Day 4 - Retail Operations

- 09:00-09:39 | Pricing and margins
- 09:39-10:18 | Convenience retail
- 10:18-10:57 | Loyalty and digital
- 10:57-11:00 | Safety and compliance
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Safety and compliance (continued)
- 12:05-12:43 | Site performance KPIs
- 12:43-14:00 | Case study: Network turnaround

Course outline

Detailed course outline

Day-by-day outline for Downstream Fuel Marketing and Retail Management.

Day 5 - Future of Fuel Retail

- 09:00-09:45 | EV charging
- 09:45-10:30 | Alternative fuels
- 10:30-11:00 | Commercial fleets
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Commercial fleets (continued)
- 11:45-12:30 | Business model change
- 12:30-13:15 | Strategy
- 13:15-14:00 | Capstone: Retail strategy plan

Seminar dates

Available seminar dates

Live dates and pricing for Downstream Fuel Marketing and Retail Management generated from the course details page.

Date	Location	Format	Fee
16 - 20 November 2026	London	Classroom	€2,315
7 - 11 December 2026	Munich	Classroom	€3,225
21 - 25 December 2026	Kuala Lumpur	Classroom	€1,925
11 - 15 January 2027	Amsterdam	Classroom	€2,830
8 - 12 February 2027	Cape Town	Classroom	€1,625
8 - 12 March 2027	Geneva	Classroom	€4,315
12 - 16 April 2027	London	Classroom	€2,315
10 - 14 May 2027	Barcelona	Classroom	€2,815
14 - 18 June 2027	Madrid	Classroom	€3,400
12 - 16 July 2027	London	Classroom	€2,315

Seminar dates

Available seminar dates

Live dates and pricing for Downstream Fuel Marketing and Retail Management generated from the course details page.

Date	Location	Format	Fee
9 - 13 August 2027	Geneva	Classroom	€4,315
13 - 17 September 2027	Kuala lumpur	Classroom	€1,925
11 - 15 October 2027	Amsterdam	Classroom	€2,830
8 - 12 November 2027	Paris	Classroom	€3,825
13 - 17 December 2027	Dubai	Classroom	€1,845
16 - 20 November 2026	Online / Live	Online / Live	€1,815
7 - 11 December 2026	Online / Live	Online / Live	€1,815
21 - 25 December 2026	Online / Live	Online / Live	€1,815
11 - 15 January 2027	Online / Live	Online / Live	€1,815
8 - 12 February 2027	Online / Live	Online / Live	€1,815

Seminar dates

Available seminar dates

Live dates and pricing for Downstream Fuel Marketing and Retail Management generated from the course details page.

Date	Location	Format	Fee
8 - 12 March 2027	Online / Live	Online / Live	€1,815
12 - 16 April 2027	Online / Live	Online / Live	€1,815
10 - 14 May 2027	Online / Live	Online / Live	€1,815
14 - 18 June 2027	Online / Live	Online / Live	€1,815
12 - 16 July 2027	Online / Live	Online / Live	€1,815
9 - 13 August 2027	Online / Live	Online / Live	€1,815
13 - 17 September 2027	Online / Live	Online / Live	€1,815
11 - 15 October 2027	Online / Live	Online / Live	€1,815
8 - 12 November 2027	Online / Live	Online / Live	€1,815
13 - 17 December 2027	Online / Live	Online / Live	€1,815