

**Title:** Marketing Strategy of Non-Oil Products Business of Petrochina  
Sales Company; Company A Case

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## ABSTRACT

In recent years, to meet the long-term development goals of oil enterprises, major oil companies have carried out a series of transformation and innovation on the sales business of gas stations. In addition to the development of Internet technology and logistics industry, in order to break through the situation of single and lack of regional sales product types in the oil industry and meet the needs of consumers at different levels, PetroChina has established a special non-oil sales company, uSmile, by expanding the types of products and services sold by gas stations to meet the needs of different types of consumers, improve the profitability of gas stations, and vigorously develop non-oil business in combination with the sales model of chain supermarkets in the new era.

Based on the customer driven marketing strategy and the main activity process of the marketing mix, this paper studies the current situation and development strategy of the non-oil business of Company A, makes a SWOT analysis on the development of the non-oil business of Company A sold by PetroChina, and through consumer demand research, according to the 4P marketing theory based on 4C, analyzes the market segmentation, target market selection and service marketing adopted by Company A, Brand marketing and other marketing methods are analyzed and

evaluated, and some marketing strategies are supplemented, so that Company A can expand the scope of marketing, enhance market competitiveness, and improve marketing profits.

**Keywords:** PetroChina sales company; non-oil business; Marketing strategy

