

1. Trinitra Academy presents a Management Development Programme for training Oil and Gas Professionals



Trinitra
ACADEMY

Presents

a training programme on Downstream Oil and Gas Management Development

1. Downstream Oil and Gas Management Development Programme – Module 1
 - a. Introduction to downstream oil and gas value chain.
 - b. Integration of global Supply & Trading fundamentals with local market realities
 - c. Vessel Freight and Transportation Essentials
2. Downstream Oil and Gas Management Development Programme – Module 2
 - a. Product Receipt, Terminating & Storage Excellence
 - b. Fuels Operations, Logistics and HSE Issues
 - c. Product distribution, Inland Depots and issues of Truck Transportation.
3. Downstream Oil and Gas Management Development Programme – Module 3
 - a. Oil and Gas Products Marketing - Strategic Business Units
 - b. Economics of Retail Service Stations Management
 - c. Lubricants sales and marketing excellence: Matching the technicalities with business strategy and execution.
 - d. LPG Downstream Operations and Marketing Excellence: Growing the LPG Distribution and Marketing Footprint across multiple Business Units
4. Downstream Oil and Gas Management Development Programme – Module 4
 - a. Non Fuels Revenue business models in the fuels marketing space: Convenience Retailing redevelopment strategies for optimizing forecourt retail experience.
 - b. The key to succeeding in Industrial and Commercial Business to Business (B2B) Sales and Relationship Marketing
5. Downstream Oil and Gas Management Development Programme – Module 5
 - a. National Network Planning and designing Trade Areas for Retail Fuels Marketing
 - b. Retail Stations Trade Area Analysis and Site Selection Best Practices.
 - c. Retail Service Stations Design Standards
 - d. Design, Construction, Modification, Maintenance and Decommissioning of Fuel Service Stations.
6. Downstream Oil and Gas Management Development Programme – Module 6
 - a. Retailing Operations including Standard Operating Procedure, Auditing, Training & Workforce Management, Dealership contracts
 - b. Environment, Health and Safety Guidelines for Retail Fuel Service Stations.
7. Downstream Oil and Gas Management Development Programme – Module 7
 - a. Supervising company owned and franchise fuel service stations for business excellence
 - b. Asset Optimization strategies for growth of sales and profitability in retail fuels service stations.
 - c. Retail fuels service stations facilities maintenance and repair.
 - d. Retail stations Accounting and Business Administration
8. Downstream Oil and Gas Management Development Programme – Module 8
 - a. Pricing Policy and Standards for Retail Fuels Marketing Industry
 - b. Is there a Future for Fuel Service Stations? Strategies for Growth of Retail Service Stations in a competitive Fuels Marketing landscape
 - c. Impact of policy and regulations on downstream oil and gas environment
9. Downstream Oil and Gas Management Development Programme – Module 9
 - a. Bulk sales ex depot
 - b. Marine and coastal sales of petroleum products
 - c. Value added peddling services.
 - d. Aviation products marketing
 - e. Loss Prevention System - Principles and Practices in Downstream Fuels Marketing.
10. Downstream Oil and Gas Management Development Programme – Module 10
 - a. Customer facing activities for fuels marketing excellence including customer service, mystery shopping, merchandising, dry goods pricing, fuel pricing, promotions, image and appearance, cleaning etc

Duration:
10 weeks
or Need Basis



Lead Facilitator

Babafemi Olabiyl has more than 29 years working experience. He was Head of sales and marketing for ChevronTexaco in Nigeria and across West and Central Africa before rising to become the Chief Marketing Officer for OVH Energy Marketing, an Oando licensee. He worked briefly with Conoil as Adviser to the Board on Downstream Matters before establishing a centre of excellence in oil and gas training and development. His experience spans across FMCG, Pharmaceutical and Oil and Gas sectors in Nigeria and across West and Central African region.

We deliver our programmes in the following ways:

- Trinitra Academy Online • Trinitra Academy Classroom • Trinitra Academy Stochastic
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2. Trinitra Academy presents an Advanced Management Programme for training Oil and Gas Professionals



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