

学校编码: 10384  
学号: 17920071150633

分类号 \_\_\_\_\_ 密级 \_\_\_\_\_  
UDC \_\_\_\_\_



廈門大學

硕 士 学 位 论 文

SES 加油站便利店营销策略分析

**Study on Service Station C-store Marketing Strategy of**

**SES Company**

张 正 威

指导教师姓名: 谢导 副教授

专业名称: 工商管理 (MBA)

论文提交日期: 2012 年 月

论文答辩时间: 2012 年 月

学位授予日期: 2012 年 月

答辩委员会主席: \_\_\_\_\_

评阅人: \_\_\_\_\_

2012年2月

厦门大学博硕士学位论文摘要库

厦门大学博硕士学位论文摘要库

# 厦门大学学位论文原创性声明

本人呈交的学位论文是本人在导师指导下,独立完成的研究成果。本人在论文写作中参考其他个人或集体已经发表的研究成果,均在文中以适当方式明确标明,并符合法律规范和《厦门大学研究生学术活动规范(试行)》。

另外,该学位论文为( )课题(组)的研究成果,获得( )课题(组)经费或实验室的资助,在( )实验室完成。(请在以上括号内填写课题或课题组负责人或实验室名称,未有此项声明内容的,可以不作特别声明。)

声明人(签名):

年 月 日

厦门大学博硕士学位论文摘要库

# 厦门大学学位论文著作权使用声明

本人同意厦门大学根据《中华人民共和国学位条例暂行实施办法》等规定保留和使用此学位论文，并向主管部门或其指定机构送交学位论文（包括纸质版和电子版），允许学位论文进入厦门大学图书馆及其数据库被查阅、借阅。本人同意厦门大学将学位论文加入全国博士、硕士学位论文共建单位数据库进行检索，将学位论文的标题和摘要汇编出版，采用影印、缩印或者其它方式合理复制学位论文。

本学位论文属于：

1. 经厦门大学保密委员会审查核定的保密学位论文，  
于 年 月 日解密，解密后适用上述授权。

2. 不保密，适用上述授权。

（请在以上相应括号内打“√”或填上相应内容。保密学位论文应是已经厦门大学保密委员会审定过的学位论文，未经厦门大学保密委员会审定的学位论文均为公开学位论文。此声明栏不填写的，默认为公开学位论文，均适用上述授权。）

声明人（签名）：

年 月 日

厦门大学博硕士学位论文摘要库

厦门大学博硕士学位论文摘要库



## 摘 要

2007 年成品油零售市场对外放开，BP、壳牌、埃克森美孚等石油巨头已进入我国成品油零售市场，各成品油销售企业为了占领市场、扩销增效，加快了终端销售网络建设的步伐，加油站数量增加很快，可还没有从根本上改变加油站服务单一的情况。在成品油进入微利时代、加油站竞争日趋激烈的今天，各大成品油销售企业的经营者认识到了并且已经着手在所属加油站增设非油品服务。2010 年 2 月，商务部发布关于促进加油站非油品业务发展的指导意见，要求“十二五”期间，各地要因地制宜，利用加油站网点布局优势、地理位置优势、企业品牌优势和客户资源优势，积极发展非油品业务，逐步形成功能完备、服务配套、具有较强竞争力和品牌价值的营销网络，为拓展综合性经营服务提供支撑，这标志着我国加油站正式进入多元竞争时代，以便利店为主的非油品业务将迎来发展的崭新起点和全新机遇。

目前国内加油站便利店业务光明的前景与目前不乐观的曲折现状形成了对比。一方面便利店业务发展虽然质量不高，但发展空间很大。另一方面受居民生活消费习惯和消费水平的影响和经营环境、管理水平等因素制约，国内目前在处在“提供油品服务的加油站”向“有油品业务的便利店”过渡阶段，加油站便利店非油业务发展壮大仍要有段较长的过程，在中国虽然加油站便利店非油业务还缺少足够的利润，但实际上加油站便利店将越来越快成为各成品油销售企业有效盈利模式。本文站在石油销售企业 SES 公司的角度，从福建省具体的区域特点出发，在综合考虑公司情况、宏观环境、微观环境及内部环境的基础上对其市场细分和定位进行了分析，并从 4C 的角度针对 SES 公司当前的便利店业务情况进行营销策略研究，结合实际提出具体的措施和建议，期望通过本文的研究能对 SES 公司乃至各石油销售企业发展加油站便利店有所裨益。

**关键词：**加油站；便利店；4C 营销策略

## **Abstract**

As is known to all, the retail market for refined oil product was opened to the outside world in 2007. Afterwards, World oil giants were successful in entering Chinese market, which are BP, Shell, and Exxon Mobil etc. The quantity of gas stations has a large increase in order to capture market, push up sales and increase the efficiency. Nevertheless, singleness for the service of gas station has not been changed radically. For refined oil product, the era of meager profit is coming. Meanwhile, the competition is becoming more and more fiercely for gas station. Operators in the major oil companies have identified that and started to add non-oil service in the gas station. In February of 2012, Commercial department published the guidance suggestion for the development of non-oil service of gas station, which required oil companies everywhere should take the most suitable actions according to local conditions, fully make use of the advantages of gas station in terms of network, location, brand and customer resources, actively develop non-oil service. Therefore, the marketing network can be formed step by step, which is with perfect function, self-contained complete service, strong competitiveness, and high brand value. As is shown above, Chinese gas station has formally entered the era of diverse competition and will confront the new starting point and challenges for the non-oil service of convenient store.

Nowadays, the bright perspective of domestic convenient store is in strong contrast to the current pessimistic situation. On the one hand, although developing without high quality, the convenient store still has big development space. On the other hand, many factors influence and restrict the development for convenient store such as residents' consumption habit, the level of residents' consumption, business environment, and the level of management etc. Currently, for gas station, it's in the transition stage when gas station provides non-oil service instead of oil service. There is a long way to go for the development of the non-oil service in gas station. While the

profit for non-oil service is lacking, convenient store in gas station will become an effective profit model more and more quickly for refined oil companies. In the viewpoint of the oil sales company of SES, this essay comprehensively analyzes the market segment and position in consideration of the situation of company, macro-environment and micro-environment. At the same time, from the 4C angle, it makes a marketing strategy research about the current business of SES convenient store, and put forward specific and practical suggestions, anticipating all the research will be benefit for the SES, and even the whole oil companies.

**Key Words:** gas station; convenient store; 4C marketing strategy.

# 目 录

<b>第一章 绪论</b> .....	<b>1</b>
第一节 选题背景 .....	1
第二节 研究意义与方法 .....	2
第三节 论文结构 .....	3
<b>第二章 市场营销相关理论及分析工具简介</b> .....	<b>5</b>
第一节 市场营销相关理论简介 .....	5
第二节 相关分析工具简介 .....	8
<b>第三章 加油站便利店发展与营销现状</b> .....	<b>11</b>
第一节 便利店的概念与特征 .....	11
第二节 国外加油站便利店发展过程及现状 .....	13
第三节 国内加油站便利店发展过程及现状 .....	16
<b>第四章 SES 加油站便利店营销环境分析</b> .....	<b>20</b>
第一节 SES 公司及加油站便利店业务简介 .....	20
第二节 SES 加油站便利店经营宏观环境分析 .....	21
第三节 SES 加油站便利店经营微观环境分析 .....	26
第四节 SES 加油站便利店业务 SWOT 分析 .....	30
<b>第五章 SES 加油站便利店 STP 分析</b> .....	<b>37</b>
第一节 加油站便利店业务市场细分 .....	37
第二节 SES 加油站便利店业务目标市场选择 .....	39
第三节 SES 加油站便利店业务市场定位 .....	41
<b>第六章 SES 加油站便利店 4C 营销策略</b> .....	<b>43</b>
第一节 满足客户需求 (Consumer) .....	43
第二节 客户沟通 (Communication) .....	48
第三节 客户便利 (Convenience) .....	54
第四节 客户愿付成本 (Cost) .....	59

<b>第七章 结论</b> .....	<b>62</b>
第一节 研究结论.....	62
第二节 待进一步探讨的问题.....	62
<b>参考文献</b> .....	<b>64</b>
<b>致 谢</b> .....	<b>66</b>

厦门大学博硕士论文摘要库

# Contents

<b>Chapter 1: Preface</b> .....	<b>1</b>
Section 1: Background .....	1
Section 2: Research purpose and methodology .....	2
Section 3: Structure of the thesis .....	3
<b>Chapter 2: Summary of Marketing theory and Analysis method</b> .....	<b>5</b>
Section 1: Summary of Marketing theory .....	5
Section 2: Summary of Analysis method .....	8
<b>Chapter 3: Development process and trend of C-store for service stations</b> .....	<b>11</b>
Section 1: Concept and features of C-store and C-store for service stations	11
Section 2: Process and trend of C-store for service stations in overseas .....	13
Section 3: Process and trend of C-store for service stations at domestic .....	16
<b>Chapter 4: Marketing situation of C-store for SES service stations</b>	<b>20</b>
Section 1: Profile of SES company and C-store for service stations .....	20
Section 2: PEST analysis of C-store for SES service stations .....	21
Section 3: Five-force Model analysis of C-store for SES service stations .....	26
Section 4: SWOT analysis of C-store for SES service stations .....	30
<b>Chapter 5: Market segmentation and market orientation of C-store for SES service stations</b> .....	<b>37</b>
Section 1: Market segmentation of C-store for SES service stations .....	37
Section 2: Target market selection of C-store for SES service stations .....	39
Section 3: Market orientation of C-store for SES service stations .....	41
<b>Chapter 6: 4C marketing strategy of C-store for SES service stations at the era of meager profit</b> .....	<b>43</b>
Section 1: Consumer strategy .....	43
Section 2: Communication strategy .....	48
Section 3: Convenience strategy .....	54
Section 4: Cost strategy .....	58

<b>Chapter 7: Conclusion</b> .....	<b>62</b>
<b>Section 1: Conclusion of analysis</b> .....	<b>62</b>
<b>Section 2: Questions for further discussion</b> .....	<b>62</b>
<b>Reference</b> .....	<b>64</b>
<b>Acknowledgement</b> .....	<b>66</b>

厦门大学博硕士学位论文摘要库

厦门大学博硕士学位论文摘要库



Degree papers are in the "[Xiamen University Electronic Theses and Dissertations Database](#)". Full texts are available in the following ways:

1. If your library is a CALIS member libraries, please log on <http://etd.calis.edu.cn/> and submit requests online, or consult the interlibrary loan department in your library.
2. For users of non-CALIS member libraries, please mail to [etd@xmu.edu.cn](mailto:etd@xmu.edu.cn) for delivery details.

厦门大学博硕士论文摘要库