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List of Abbreviations

APM: Automatic Pricing Mechanism

API: American Petroleum Institute

B2C: Business to Consumer

B2B: Business to Business

CHAID: Chi-squared Automatic Interaction Detector

CLV: Customer Lifetime Value

CSS: Customer Spending Score

DMU: Decision making unit

GDP: Gross Domestic Product

GM: General Motor

ICT: Information & Communication Technology

KPI: Key Performance Indicator

KLCI: Kuala Lumpur Composite Index

MCM: Markov Chain Models

MNCs: Multi National Companies

MS Excel: Microsoft Excel

MGS: Malaysian Government Security

MOPS: Mean of Platts Singapore

NPV: Net Present Value

NBD: Negative Binomial Distribution

NGV: Natural Gas Vehicle

OECD: Organization for Economic Co-operation and Development (OECD)

OGJ: Oil & Gas Journal

PCV: Past Customer Value

RON: Research Octane Number

PIN: Personal Identification Number

RFM: Recency, Frequency, Monetary

SBUs: Strategic Business Units

SVA: Shareholder Value Added

SIC: Standard Industrial Classifications

SMes: Small Medium enterprises

VIU: Vehicle Informational Unit

WACC: Weighted Average Cost of Capital