

## ACKNOWLEDGEMENTS

Owing to the amount of assistance I have acquired in my field work prior to presenting this Graduation Exercise, I wish to express my thanks to:-

Messrs. 1) L. Watson - Marketing Analysis  
Manager.

2) Christopher Chew - Retail Sales  
Manager

3) Chan Hon Kit - Advertising Advisor

4) David Maida - Public Affairs Officer

5) Konrad Chew - Advertising Assistant

and a host of Esso dealers. Finally, I must not forget the kind guidance, the excellent suggestions, the understanding, and the helpful and constructive criticisms that our very able lecturers, Mr. Lee Ming Chong and Mr. Chong Sin Jee, have given me. Without them I must confess, I would be quite lost as to how to present my Graduation Exercise.

## SYNOPSIS

The Esso Company - Dealer Relations Programme forms an area covering the important departments of Retail Marketing and Public Affairs and this Graduation Exercise attempts to present an analytical study of the dealers' position in the field of marketing Esso products and how in the course of their daily transactions, they indirectly bring the Esso image to the motoring public. The dealers are thus portrayed here in their diverse roles of public relations agents as well as independent businessmen. In the course of their work, the benefits of the Company-Dealer Relations Programme are brought to light.

It is clear what the purposes are of a Company-Dealer Relations Programme and briefly they can be summarised into profit maximization motive and business security motive. The latter motive is important because Esso is operating in a very competitive oligopolistic market and it hopes to secure, if not improve, its present position not only through its own business manipulations but also through a reliable and efficient team of dealers. Thus Esso embodies in its sales promotion campaigns efforts to incorporate company-dealer relations into the organisation structure by careful selection of dealers, by giving training in

good dealership, by constant contacts through an efficient network of communications, by various advertising campaigns and above all, by giving occasional monetary aid in the form of loan when it is proved that such assistance will help enhance a dealer's business.

In this study a careful appraisal shows that this programme has been of tremendous help in securing Esso's present position, in assisting it maintain a smooth and efficient sales force, in introducing a new dimension in marketing and above all in enhancing the Esso brand to the motoring public. In conclusion it is clear that this programme is indispensable to Esso; for it helps bring about mutual understanding between the company and its dealers and through it the company's image is well projected to the motoring public.