

**MARKETING PLAN :**

**A ONE YEAR PLAN FOR PENNZOIL  
PASSENGER CAR MOTOR OILS**

**PREPARED BY :**

**MOHD NOOR AFANDAY B. MOHD JAYA  
ITM NO.**

**ADVISOR :**

**PN. SOFIAH BT. ABD RAHMAN**

**PROJEK PELAJAR/THESIS**

**PRESENTED TO :**

**SCHOOL OF BUSINESS AND MANAGEMENT  
MARA INSTITUTE OF TECHNOLOGY  
SHAH ALAM  
SELANGOR**

**IN PARTIAL FULFILMENT OF THE  
REQUIREMENT FOR THE  
ADVANCED DIPLOMA IN BUSINESS STUDIES  
(MARKETING)**

**SUBMISSION DATE :**

**NOVEMBER 1994**

## ACKNOWLEDGEMENTS

I am greatly indebted to many who have assisted me in one way or another in completing this marketing plan. It is with my most sincere appreciation and gratitude that I wish to acknowledge the following people, of whom if it were not for their help and cooperation, this marketing plan would not have been accomplished. They are :-

1. Pn Sofiah bt Abd Rahman

My most helpful advisor who has guided me by giving suggestions and constructive comments throughout the study.

2. Encik Azhari Arshad

Marketing of UMW Pennzoil Distributors Sdn Bhd. He is also my supervisor for the whole of my practical training in the company for 5 months.

3. Mr. Chuah Seng Lip

Sales Manager Of UMW Pennzoil Distributors Sdn Bhd.

4. All staffs of UMW Pennzoil Distributors Sdn Bhd., viz Mr Syed Fadzil, Mr Danny Chan, Ms Jamilah, Ms Rohani, Ms Farveen, Ms Marina, Ms Yee, Mr. Izaiyuddin, Mr. Micheal Chew, Ms Maria and all Salesmans.

5. All dealers and workshop operators.

Lastly, to all those whom I did not mention here but have been of tremendous help to me in one way or another, I wish to thank you all for your contributions.

**MARKETING PLAN : A ONE YEAR PLAN FOR PENNZOIL  
PASSENGER CAR MOTOR OILS.**

**TABLE OF CONTENTS**

	<u>PAGE</u>
<b>ACKNOWLEDGEMENT</b>	i
<b>TABLE OF CONTENT</b>	ii-iv
<b>EXECUTIVE SUMMARY</b>	v -vi
<b>1. INTRODUCTION</b>	
1.0 Introduction	1 - 4
1.1 Background Of UMW Group and Structure	5 - 6
1.2 UPD Organizational Structure	7
1.3 Scope Of Study	9
1.4 Objectives Of The Study	9
<b>2. CURRENT MARKET SITUATION</b>	
2.1 Market Situation	10 - 12
2.2 Product Situation	13 - 23
2.2.1 Product Lines	
2.2.2 Product Life Cycle	
2.2.3 Product Level	
2.3 Distribution Situation	24 - 27
2.4 Competitive Situation	28 - 32
2.5 Macroenvironment	33 - 45
2.5.1 Demographic	
2.5.2 Economic	
2.5.3 Technological	
2.5.4 Political	
2.5.5 Cultural	

2.6	Analysing Consumer Behavior	46 - 58
2.6.1	Buying Decision Process	
	-Buying Roles	
	-Types of Buying Behavior	
	-Stages In Buying Decision Process	
2.6.2	Consumer's Segmentation	
3.	<b>SWOT ANALYSIS</b>	
3.1	Strengths	59 - 62
3.2	Weaknesses	63
3.3	Oppourtunities	63
3.4	Threats	64 - 66
4.	<b>OBJECTIVES</b>	
4.1	Financial Objectives	67
4.2	Marketing Objectives	67
5.	<b>MARKETING STRATEGIES</b>	
5.1	Target Market	68 - 71
5.2	Positioning	72
5.3	Products	73
5.4	Price	74

## 1.0 INTRODUCTION

Modern engine oil is a multi functional marvel, without which modern engines could not exist. Its primary function is forming and maintaining a lubricating film between moving engine parts. It does this while it is being cooked, chopped up, contaminated with condensate and various chemical compound. Engine oil also helps keep engine parts clean while it is creating soot, varnish, water, and numerous other deposit-forming substances. It must also seal areas between pistons, rings and cylinders, preventing gases from escaping from the combustion chamber. It is also a major contributor in dissipation of more heat energy than is used to move the vehicle.

Consumers expect engine oils to work equally well in engines made by different companies in different model years. The oil should work in different climates, under different driving conditions and for longer time intervals than engineers would like to see. At the same time, it must sell at a competitive price in a market place with hundreds of competitors.

Discussion of modern engine oil begins with the composition of the ingredients of the fluid called by the name.