

# BUSINESS



# MANAGEMENT CLINIC





**Welcome** to Marathon Ashland Petroleum LLC (MAP) Brand Marketing Training and Development. This Business Management Clinic may be your first opportunity to participate in MAP's ongoing program of customer development.

People are the most valuable resource of any enterprise. That's why we develop programs to enhance skills and open horizons for our customers. The object of the MAP Business Management Clinic is to prepare you to be a better and more informed entrepreneur in a Marathon Marketing facility.

Brand Marketing Training and Development is a business resource linking you to knowledgeable peers and professionals. We address today's market challenges and look ahead for tomorrow's opportunities. We sort out ways you can position yourself, not just to survive, but to prosper.

Manager,  
Related Products & Training

*Detailed information about the Business Management Clinic has been listed in this pamphlet. Please take a minute to read over the material. We will discuss the agenda more fully on the Monday morning of your arrival.*

## **Who Should Attend**

The Business Management Clinic is designed for anyone who desires to improve their management skills as it pertains to operating a gasoline dispensing facility. Specifically, new or prospective dealers and sellers would benefit greatly. In addition, experienced dealers and sellers, and members of their management team, could enhance their skills as well.

## **Orientation**

We will begin the week promptly at 8:30 A.M. (Indiana time) on Monday morning.

## **Location**

The Indianapolis Training Center is located in the Marathon Oil Building, 1304 Olin Ave., Indianapolis, IN.

## **Phone Number**

The Training Center phone number is (317) 244-9551, ext. 259. If anyone needs to call you during the week, they may call the above number and advise the receptionist that you are attending the Business Management Clinic.



## **Lodging**

Lodging is the responsibility of the participant. Room accommodations are available at several preferred hotels.

**You will need to call the hotel to confirm your reservations at least a week prior to your arrival.** Preferred lodging options will be provided with a letter confirming your attendance.

## **Meals**

### **Breakfast**

The selected hotel provides a continental breakfast free of charge to all registered guests.

### **Lunch**

We will eat lunch each day at various restaurants. Marathon will pay for these meals.

### **Dinner**

We will eat one dinner as a group; Marathon will pay for this meal. All other dinner expenses will be your responsibility.



## **Class Size**

A minimum of eight participants is needed by the Wednesday prior to the clinic start date for the session to be conducted. If a clinic is cancelled, you will be notified by phone and rescheduled for the following session.

## **Registration**

Please contact your Marketing Representative or call the training department directly to register.

**Training & Development Department  
1-800-627-2846, ext. 259.**

Registration must be complete at least a week prior to the start of the class.

## **Schedule**

Class begins promptly at 8:30 a.m. Monday and 8:00 a.m. Tuesday through Friday each day unless otherwise noted.



# **Business Management Clinic**

The primary training conference for new Marathon Dealers, Sellers and Jobber Dealers is the Business Management Clinic (BMC). In addition, BMC is an excellent training opportunity for managers. These quarterly 1-week programs are held in Indianapolis and teach the "nuts and bolts" of running a business. The course fee is \$295. A brief outline of the material covered is listed below:

## **Introduction**

A formal welcome from Marathon is extended, and an open and creative atmosphere is established.



## **Oil Industry of Today**

Historical events in the oil industry are reviewed, and an overview of the current market is provided.

## **Marathon Programs**

Programs and services offered by MAP are identified.

## **6-Month Marketing Plan**

This plan is developed throughout the week and assists participants in developing and implementing a marketing plan for their own business.

## **Financial Management**

An introduction to financial analysis is conducted, and the importance of accurate monthly inventory is explained.

## **Gasoline Marketing**

The concept of gasoline marketing is discussed.

## **Human Resource Management**

Recruitment and selection of employees is reviewed, and job descriptions and policies are identified.

## **Daily Accounting**

The importance of business planning is reviewed and accounting practices are demonstrated through the utilization of computerized daily books.

## **Retail Accounting**

A brief synopsis of the retail accounting concept is presented.

## **Convenience Store Marketing**

The impact of effective merchandising strategies is explained.

## **Service Bay Marketing**

Bay operating procedures and sales-building strategies are reviewed if applicable.



## **Business Plans**

Much time during the week will be spent discussing your business plans. Please bring them with you.

## **Calculators**

You will need a calculator.



## **Marathon Trainers**

Marathon Marketing Development Representatives will conduct and facilitate the training.

## **Why Attend Training?**

Stress is a force exerted upon a person that tends to strain or deform its shape. As managers we must learn to minimize stress and overcome the obstacles that affect our daily business operations. Therefore, we must concentrate on those factors in our business which we have the power to control. The power to control our business lies in our knowledge and understanding of the skills necessary to manage our business effectively. KNOWLEDGE IS POWER and the power to control our business will enable us to aspire to higher goals and will result in increased profits from our efforts!



**MARATHON ASHLAND**  
Petroleum LLC

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