

THE IMPACT OF ZONE DISTRIBUTION POLICY ON THE
MARKETING OF PETROLEUM PRODUCTS IN NIGERIA
(A CASH STUDY OF ELF OIL NIGERIA LIMITED)

BY

EFORAH CHUKA OLISE
(PG/MBA/93/17595)

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Per visor: C. S. Onyebuagu

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A B S T R A C T ✓

This research work is an attempt to have a through look at the impact of Zone Distribution Policy on the Marketing of Petroleum products.

In the introducing part of the project, the researcher took a brief look at how petroleum products are moved from the depot to the various filling stations when the products are sold to the final users. The effect of Zone distribution on the efficiency of the Oil Companies is also highlighted.

In Chapter two, the writer reviews the work of noble Scholars on this topic. The sampling procedure used in random sampling so as to give each element in the population the chance of being chosen. 50 questionnaires were distributed while 30 were returned fully completed. Researcher also conducted oral interview and observation. However, in the analysis and tabulation of data collected, simple percentage method was used.

The result obtained in this analysis agreed with the working hypothesis which states that the distribution method by ELF is efficient and that