

Dual branding strategies in fuel retailing

Research and Markets have announced the addition of the [Dual branding strategies in fuel retailing](#) report to their offering.

([PRWEB](#)) December 5, 2003 -- This report will examine existing attempts to create separate fuel retail brands, with the aim principally being to create a premium brand and a low-cost brand. It will look at the rationale and objectives behind brand splitting and re-positioning, the processes put in place, the challenges involved and successes achieved to date. In addition, it will examine where further activity may take place.

Scope

Survey of over 40 retail managers across western and central Europe, gathering opinions on dual brands and customer segmentation in Europe

Case profiles covering three leading companies from across Europe that have developed dual branded offerings to capture greater market share

Report Highlights

Based on a survey of over 40 retail managers from across Europe, the report highlights the proportion of price, convenience and service-focused customers in each region within western and central Europe, and predicts how the proportions will change through to 2007.

With either price-seekers or service-seekers or both expected to increase their shares of the customer bases in the Nordic markets, Benelux, UK, Ireland and southern Europe, and margins ever tighter, this will push retailers towards creating and expanding a mix of concepts to cater for different customer groups.

Case studies of leading players with dual brands in markets such as France, the Netherlands and Denmark provide examples of pricing, promotion, placement and product strategies across the different brands, and offer lessons for other retailers.

This report is designed to:

Learn from successful dual brand development strategies, covering pricing, promotion, product and distribution

Action points highlight key steps in establishing dual brands and pitfalls to avoid

Retail manager survey enables you to assess the relative sizes of each customer segment for both business and private motorists in each region

For a complete index of this report click on <http://www.researchandmarkets.com/reports/41437>



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Contact Information

Laura Wood

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