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PARTNERSHIPS ON THE EXAMPLE OF BELARUSIAN PETROL STATION

In modern trade-market relations an important factor of successful development is a cooperation of company and client, in fact exactly a client is the major asset of a company. The tendency of change of withstand principles of doing business is traced in the Republic of Belarus, a creation of namely partner relations between a client and producer of a commodity.

A creation of partner relations implies a development of a client loyalty. In the process of a long-term collaboration of a client and company business relationships are created and become the personal, confidence [1]. Using such individual approach, companies can attract new clients and to retain old ones. The result of the application of this method in doing business is an increase of a company competitiveness.

Creation of partner relations is investigated in the CRM- system (Customer Relationship Management). This client-oriented approach envisages the use of innovative administrative and informative technologies that help companies to collect information about the clients, and do business, coordinating company activity according to the requirements of clients.

Presently a market of Car Filling Stations (CFS) is one of the perspective and constantly developing industries in The Republic of Belarus. Car Filling Stations must use CRM - system to promote efficiency of cooperation, attracting new clients and retaining old ones. In the folded situation the Belarusian market of filling stations has to find new marketing strategies of development and acquisition of customers. Cost and quality of fuel at every filling station is practically identical, therefore it is necessary to think of another ways of the conquest of a client loyalty.

Companies that consider a customer as a long-term partner and aimed at a mutually beneficial strategic collaboration succeed in a hard competition. For the analysis of customer's preferences of a filling station we conducted a questioning among 100 autoproprietors – Minsk physical persons. According to the data of questioning, highly demanded are "Lukoil", "Belorusneft" and "A-100" filling stations.

The first place is occupied by LLC "Lukoil in Belarus": 36% respondents get out this company. It has launched a great number of loyalty programs. This program gives possibility to accumulate points for the purchases of oil and gas products and use them for the following oil-gas purchases on their filling station [2].

The second place is occupied by a network of "Belorusneft" filling stations The company gas worked out approximately 32% clients.

The third place is occupied by a network of "A-100" filling stations, getting 22% voices. This network is the most economical on the territory of the Republic of Belarus. In the network the program operates "Dzakui". The feature of this company is the use of a brand trinket for keys instead of ordinary map loyalty [3].

According to the data of official site LLC "Gazpromneft-Belnefteprodukt" LLC "Gazpromneft-Belnefteprodukt" filling station is the most popular among cargo transportation workers. The filling stations work with more than 3000 enterprises and a lot of individuals, offering the most advantageous terms of collaboration.

The analysis of the conducted research revealed the tendency of using two types of loyalty programs: a multi-level loyalty program and an accumulation system. The most effective is a multi-tiered program that means encouraging customers as they move along the ladder of loyalty to larger prizes.

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