

Comparison Table

	Glen Fuels	Top Oil	A1 Oil	Euro Oil	Certa	Butterly Fuels
General Services	<ul style="list-style-type: none"> - Home delivery - Multiple Refueling Sites - Monthly Payments - Online Store for Accessories 	<ul style="list-style-type: none"> - Home delivery 48 hrs - Budget Plans - Multiple Refueling Sites 	<ul style="list-style-type: none"> - Home delivery 48 hrs - Monthly Payments - Accessible at several locations 	<ul style="list-style-type: none"> - Home delivery - Multiple refuelling sites - Monthly payment plans 	<ul style="list-style-type: none"> - Home delivery - Monthly payments - Multiple refuelling sites 	<ul style="list-style-type: none"> - Home Delivery 48 hrs
Fuel Products	<ul style="list-style-type: none"> - Home Heating Oil - Commercial Oil - Agricultural Oil - Marine Fuel - SFGO - Green Fuel 	<ul style="list-style-type: none"> - Kerosene - Gas Oil - SFGO - Diesel - Bio Ethanol - Unleaded Petrol - Ad Blue - HVO 	<ul style="list-style-type: none"> - Kerosene - SFGO 	<ul style="list-style-type: none"> - Kerosene - SFGO - Petrol - HVO - Road Diesel 	<ul style="list-style-type: none"> - HVO - Kerosene - Road Diesel - Agri Fuel Oil - Gas Fuel Oil - Unleaded Petrol - Marine Petrol 	<ul style="list-style-type: none"> - HVO - Derv Diesel
Additional Products	<ul style="list-style-type: none"> - Lubricants - Storage Tanks - Oil Drums - Marine Lubricants - Gift Cards - Magnus Monitors 	<ul style="list-style-type: none"> - Gift Voucher 	<ul style="list-style-type: none"> - 	<ul style="list-style-type: none"> - Lubricants - Gift Cards 	<ul style="list-style-type: none"> - Solar panels - Tesco Club Card Points - Lubricants 	<ul style="list-style-type: none"> - Magnus Monitor
Specialized Services	<ul style="list-style-type: none"> - Boat Bunkering - Winter Funds - Emergency Delivery(Same day) 	<ul style="list-style-type: none"> - 	<ul style="list-style-type: none"> - Emergency Delivery(excl. Sunday) 	<ul style="list-style-type: none"> - Emergency Delivery 	<ul style="list-style-type: none"> - Emergency Delivery - Carw Washes 	<ul style="list-style-type: none"> - Tailored Service for Commercial Clients
Website Rating	3/5	4/5	3.8/5	3/5	4.5/5	2/5

SWOT Analysis

Strength <ul style="list-style-type: none"> • Tailored client service • Magnus monitor • Local reputation 	Weakness <ul style="list-style-type: none"> • Limited additional products • Lack of emergency delivery
Opportunity <ul style="list-style-type: none"> • Expansion of product range • More market centric services to counter multiple service locations of competitors • Emergency delivery • Flexible payment scheme • Possible partnerships for Gift Cards • Website revamp • Better differentiation in the market 	Threats <ul style="list-style-type: none"> • Broader offerings by competitors • Negative perception by potential buyers due to the website • Big players in the market

Recommendations

1. Expand Product and Service Offerings:

Expanding the product range and offering more market-centric services can help differentiate the business from competitors and attract a broader customer base. Introducing emergency delivery services could address a current weakness and meet customer demand for faster service.

Action: Identify potential new products or services that align with current customer needs and market trends. Launch emergency delivery options and consider exploring partnerships or flexible payment schemes to enhance customer convenience.

2. Revamp the Website and Online Presence:

The current negative perception of the website can be a barrier to attracting new customers, especially in a market where competitors have broader offerings. A revamped website can improve user experience, showcase the full range of services, and strengthen the company's reputation.

Action: Invest in a modern, user-friendly website design highlighting the company's strengths, such as tailored client service and local reputation. Include features like online ordering, customer reviews, and detailed product information. Optimise the website for search engines to increase visibility.

3. Leverage Local Reputation and Strengthen Market Differentiation:

While the company has a solid local reputation, it must differentiate itself further to stand out against larger competitors. Emphasising unique offerings, such as personalised client service and potential partnerships (e.g., gift cards), can create a distinct brand identity.

Action: Develop a marketing strategy emphasising the company's unique strengths, such as personalised service and a local focus. Consider collaborations with local businesses or community events to enhance visibility and customer loyalty. Highlight the tailored nature of services in all marketing materials.