

Development of gasoline pricing solution to improve the supply chain efficiency of refinery industry

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We develop a solution that assists gasoline pricing considering decision makers' needs and game theoretical approach. This solution aims at establishing the information exchange point between distribution and pricing to improve the supply chain to be more effective. In addition to the basic information of price structure change, the advanced information for competitive strategic pricing is also provided using game theoretical approach. The ultimate goal of this study is to extend the existing distribution optimization tool by attaching this pricing solution to it.

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