

A study on retail gasoline price patterns for the quantification of demand information in gasoline supply chain

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A study on collecting and exchanging the demand information in distribution and marketing levels of gasoline supply chain has been conducted to elevate the effectiveness of supply chain management of a refinery. Not only the transportation cost but also the margin per unit volume is observed to be different from region to region, and the causes of this are expected to be recognized from the investigation of retail gasoline price patterns.

Firstly, the real retail gasoline price data were gathered from the cities of different characteristics. Then the characteristics of each city were investigated, and the price patterns were analyzed to finally attain the meaningful information from the data.