

HESS

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Our group was challenged to develop a marketing plan that decreases the percentage of HESS shoppers who pump their gas but do not go into the store. HESS is striving to be known as a food stop, not just a mere gas station and convenience store. Prices of cigarettes, gas, and beer are always changing depending on competitors' prices. Thus, profit margins are shrinking. Because of this, HESS is focusing on trying to sell more of their higher profit margin items such as food, food service and soda.

Our research included interviews, extensive secondary research, and phone conferences with HESS executives and managers. Our recommendations follow a one-year marketing plan that positions HESS as an enjoyable place to eat and a great partner in the community. HESS has a major advantage over convenient stores in that they take pride in being a family owned business and they do not franchise their stores.

The experience our group had was enjoyable but also challenging at times. Communication challenges arose because we were working with a large corporation. It was difficult to connect with executives and managers at all levels. Additionally, each person had differing opinions about previous marketing success and projected marketing success. However, our group collaborated to determine and conduct the research to the best of our ability. Our group learned the importance of teamwork and encouragement. The skills we learned will be applicable to our future endeavors as managers and employees in corporate America.