

Role of marketing strategies on performance of petroleum distribution companies in Tanzania: a case of petroleum distribution companies in Dar esSalaam.

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The aim of the study was to assess the role of marketing strategies on the performance of petroleum distribution companies in Tanzania. Therefore, the study assessed the role of market distribution, promotion and pricing of products marketing strategies towards influencing the performance of the company with a case study of Total, Engen and Puma companies in Dar es Salaam. The study was conducted based on three specific objectives which were; to assess the influence of promotion, pricing of products and market distribution on the performance of petroleum distribution companies in Tanzania. The study used a total of 150 respondents from marketing department from Total, Engen and Puma petroleum companies in Dar es Salaam Tanzania. Data for the study was collected through a questionnaire. The study employed the use of both qualitative and quantitative methods of analysis. The data collected were analysed using SPSS version 20. The data were presented in terms of illustrations, mainly in form of tables. The results from the study indicated that pricing of products and promotion opportunities showed to have a positive response and were significant in explaining about the job satisfaction. The study also revealed that market distribution strategy had a positive relationship but it was not significant. The researcher recommends improvement of all marketing strategies employed by these petroleum distribution companies which will help to improve the performance of the companies.