



**VGSOM, IIT Kharagpur**  
**Dealer Development Programme through NSE Academy**  
**for**  
**Dealers/ Owners of HPCL Retail Petrol Pump Outlets**  
**11 to 13 June 2025**

Day	Session 1	Session 2		Session 3	Session 4
11/06/2025	Inauguration and Lubes Session	ARB session		Competition & Strategy (Industry Analysis, Resource analysis, SWOT)	Customer Centricity (Relationship orientation, Customer Life-time Value, Customer Loyalty)
12/06/2025	Brand Building (Creating Brand Awareness, Brand Loyalty, Brand Equity)	Leadership & Team Building (Leadership styles, Team building)		Financial Management (Financial Statements, Working Capital Mgmt., Ratios & Comparison)	Operational Excellence (Operations Strategy, Inventory Management, Supply Chain)
13/06/2025	Industry 4.0 (Introduction to I4.0, Smart retailing)	Future of Retailing (Omnichannel, Customer Journey, Experience Management)		Self-Awareness & Self-Management (Interpersonal Skills, Adaptability/ decisiveness)	Assessment & Valedictory