



External Training Course

Best Practices in Retail Petroleum Audit & Marketing Assurance

From 27 Oct. To 31 Oct. 2025

From 17 Nov. To 21 Nov. 2025

From 08 Dec. To 12 Dec. 2025

**Novotel Bangkok Sukhumvit 20 Hotel,
Bangkok, Thailand**

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External Training Course:

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Fees: 1750 KD

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Course Overview

This intensive five-day training program provides participants with the knowledge, tools, and practical methods to perform effective retail petroleum audits and implement strong marketing assurance practices. The course blends technical, financial, operational, and compliance auditing techniques with hands-on exercises on POS data analytics, fuel measurement verification, and fraud detection. Participants will learn how to identify risks, design risk-based audit plans, verify fuel measurement accuracy, monitor supplier performance, detect anomalies in sales data, and build strong marketing assurance systems to protect revenue, margin, and brand reputation.

Course Objectives

By the end of this program, participants will be able to:

- Understand the structure and risks of the retail petroleum value chain.
- Design and execute retail petroleum audits at site, cluster, and network levels.
- Conduct accurate checks of tanks, meters, and deliveries to verify product volumes.
- Apply data-driven methods to detect POS and sales fraud.
- Implement controls around pricing, promotions, and loyalty programs.
- Ensure compliance with regulatory requirements and fuel standards.
- Investigate suspected fraud, gather evidence, and report findings professionally.
- Develop and monitor corrective action and continuous improvement plans.

Target Audience

Retail fuel auditors (internal & external).

Operations, commercial and audits engineers.

Marketing assurance and revenue protection officers.

Compliance & risk management professionals.

POS and back-office data analysts.

Field supervisors and technical controllers.

Organizational Impact

Minimized revenue leakage and shrinkage.
Improved compliance with regulations and standards.
Greater accuracy in pricing and margin protection.
Strengthened fraud prevention and control systems.
Enhanced audit capability within the organization.

Personal Impact

Practical tools and templates for immediate application.
Confidence to lead and conduct thorough audits.
Ability to detect fraud through data and operational checks.
Improved reporting and communication with management.
Recognized certificate of completion.

Course Content & Outline

Day 1 – Foundations of Retail Petroleum Audit & Marketing Assurance

- Introduction to course, scope, and expectations.
- The retail petroleum value chain: suppliers, distributors, and retail outlets.
- Key compliance and regulatory frameworks (licensing, excise duties, product standards).
- Major financial and operational risks in retail fuel businesses.
- Fraud and abuse patterns: dispenser manipulation, diversion, POS fraud, false ticketing.
- Risk-based audit frameworks: materiality, sampling, and audit cycles.
- Designing an effective audit plan: site-level, cluster-level, and network-level coverage.
- Tools for risk mapping, prioritization, and early warning signals.
- Workshop: Build a sample retail network risk map and draft an audit plan.

Day 2 – Technical Controls: Tanks, Meters, Delivery & Fuel Quality

- Storage tank fundamentals and calibration procedures.
- Temperature, density, and shrinkage effects on fuel volume reconciliation.
- Dispenser meters: functionality, accuracy standards, and recalibration cycles.
- Delivery acceptance: procedures for reconciling supplier deliveries and waybills.
- Fuel quality checks: sampling, testing, and maintaining product integrity.
- On-site inspection checklist: pumps, meters, tanks, seals, and documentation.
- Evidence collection: recording readings, photographic proof, and digital logs.
- Meter and tank variance calculations – tolerances vs fraud detection.
- Practical workshop: perform meter check calculations and delivery reconciliation.

Day 3 – POS, Back-Office Data & Fraud Detection Analytics

- POS and back-office system structures – transaction flow and integration.
- Key transactional data: sales, discounts, refunds, loyalty, voids, and reconciliations.
- Inventory reconciliation: drop vs sales vs delivery vs recorded stock.
- Variance analysis techniques: time-series, ratio, and anomaly detection.
- Common fraud red flags in data (abnormal voids, high refunds, pump mismatches).
- Case study: POS fraud detection scenarios and lessons learned.
- Hands-on data exercise: analyzing sample CSV/POS data to detect fraud.
- Writing an investigative memo with findings, evidence, and recommendations.
- Deliverable: group prepares a mini-report for management.

Day 4 – Marketing Assurance: Pricing, Promotions & Supplier Controls

- Principles of pricing governance and protecting retail margins.
- Market benchmarking and competitive pricing checks.
- Promotional campaign management: risks, approval processes, and reconciliations.
- Loyalty schemes: risks of fraud, abuse, and redemption irregularities.
- Supplier assurance: contract terms, rebates, short deliveries, and dispute management.
- Vendor performance monitoring: KPI scorecards and compliance auditing.
- Case study: margin erosion caused by poor promotion controls.
- Group workshop: create a marketing assurance playbook with controls.
- Deliverable: draft assurance framework for promotions and suppliers.

Day 5 – Investigations, Reporting & Continuous Improvement

- Investigation methodology: defining scope, planning, and resource allocation.
- Evidence gathering: inspection, data analysis, and interview techniques.
- Chain of custody principles and maintaining data integrity.
- Writing professional audit and investigation reports.
- Corrective & Preventive Action (CAPA) planning and tracking.
- Root cause analysis tools: 5 Whys, Fishbone, and Pareto methods.
- Final group exercise: simulated retail petroleum audit & management presentation.
- Course wrap-up: key lessons learned and next steps.
- Certification ceremony: awarding certificates of completion.

Course Agenda:

(1st Day) Agenda

8.30	9.00	Opening Remarks (30 Min.).
9.00	11.30	<u>Introduction and Course Overview:</u> • Foundations of Retail Petroleum Audit & Marketing Assurance. • Technical Controls: Tanks, Meters, Delivery & Fuel Quality. • POS, Back-Office Data & Fraud Detection Analytics. • Marketing Assurance: Pricing, Promotions & Supplier Controls. • Investigations, Reporting & Continuous Improvement.
11.30	12.00	Coffee Break
12.00	14.00	<u>Foundations of Retail Petroleum Audit & Marketing Assurance:</u> • Introduction to course, scope, and expectations. • The retail petroleum value chain: suppliers, distributors, and retail outlets. • Key compliance and regulatory frameworks (licensing, excise duties, product standards). • Major financial and operational risks in retail fuel businesses. • Fraud and abuse patterns: dispenser manipulation, diversion, POS fraud, false ticketing. • Risk-based audit frameworks: materiality, sampling, and audit cycles. • Designing an effective audit plan: site-level, cluster-level, and network-level coverage. • Tools for risk mapping, prioritization, and early warning signals. • Workshop: Build a sample retail network risk map and draft an audit plan.
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(2nd Day) Agenda

9.00	11.30	<u>Technical Controls: Tanks, Meters, Delivery & Fuel Quality:</u> • Storage tank fundamentals and calibration procedures. • Temperature, density, and shrinkage effects on fuel volume reconciliation. • Dispenser meters: functionality, accuracy standards, and recalibration cycles. • Delivery acceptance: procedures for reconciling supplier deliveries and waybills. • Fuel quality checks: sampling, testing, and maintaining product integrity.
11.30	12.00	Coffee Break
12.00	14.00	<u>Technical Controls: Tanks, Meters, Delivery & Fuel Quality:</u> • On-site inspection checklist: pumps, meters, tanks, seals, and documentation. • Evidence collection: recording readings, photographic proof, and digital logs. • Meter and tank variance calculations – tolerances vs fraud detection. • Practical workshop: perform meter check calculations and delivery reconciliation.
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(3rd Day) Agenda

9.00	11.30	<u>POS, Back-Office Data & Fraud Detection Analytics:</u> • POS and back-office system structures – transaction flow and integration. • Key transactional data: sales, discounts, refunds, loyalty, voids, and reconciliations. • Inventory reconciliation: drop vs sales vs delivery vs recorded stock. • Variance analysis techniques: time-series, ratio, and anomaly detection. • Common fraud red flags in data (abnormal voids, high refunds, pump mismatches).
11.30	12.00	Coffee Break
12.00	14.00	<u>POS, Back-Office Data & Fraud Detection Analytics:</u> • Case study: POS fraud detection scenarios and lessons learned. • Hands-on data exercise: analyzing sample CSV/POS data to detect fraud. • Writing an investigative memo with findings, evidence, and recommendations. • Deliverable: group prepares a mini-report for management.
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(4th Day) Agenda

9.00	11.30	<u>Marketing Assurance: Pricing, Promotions & Supplier Controls:</u> • Principles of pricing governance and protecting retail margins. • Market benchmarking and competitive pricing checks. • Promotional campaign management: risks, approval processes, and reconciliations. • Loyalty schemes: risks of fraud, abuse, and redemption irregularities. • Supplier assurance: contract terms, rebates, short deliveries, and dispute management.
11.30	12.00	Coffee Break
12.00	14.00	<u>Marketing Assurance: Pricing, Promotions & Supplier Controls:</u> • Vendor performance monitoring: KPI scorecards and compliance auditing. • Case study: margin erosion caused by poor promotion controls. • Group workshop: create a marketing assurance playbook with controls. • Deliverable: draft assurance framework for promotions and suppliers.
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(5th Day) Agenda

9.00	11.30	<u>Investigations, Reporting & Continuous Improvement:</u> - Investigation methodology: defining scope, planning, and resource allocation. - Evidence gathering: inspection, data analysis, and interview techniques. - Chain of custody principles and maintaining data integrity. - Writing professional audit and investigation reports.
11.30	12.00	Coffee Break
12.00	14.00	<u>Investigations, Reporting & Continuous Improvement:</u> - Corrective & Preventive Action (CAPA) planning and tracking. - Root cause analysis tools: 5 Whys, Fishbone, and Pareto methods. - Final group exercise: simulated retail petroleum audit & management presentation. - Course wrap-up: key lessons learned and next steps. - Certification ceremony: awarding certificates of completion.
14.00	14.30	Questions, Discussion & Conclusion Training Course.
14.30		Buffet Lunch

