Marketing- KenMac

[Name of the Writer]

[Name of the Institution]

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**Kenmac Energy**

Kenmac Energy Inc is Canada based PEI’s only locally owned and operated Oil and Propane Company.

* The company servicing the residential, farm, and Fishery fuel sectors for almost 28 years.
* The company has been found by Dan Maclsaac in 1986 through a purchasing stake in Petro-Canada’s home heating business on PEI.
* The company is grown (for more than 30 years) into an Island Wide that provides industry and homeowners with high-quality energy products and services (home heating products and accessories).
* Kenmac Energy supports the local fishing industry, farming industry, as well as supplies a full line of Petro Canada Lubricants.

The main products of the company are;

1. Furnace Oil
2. Propane
3. Home Healing Oils
4. Heat Pumps
5. Fireplaces
6. Oil Tanks/Equipment
7. Barbeques
8. Commercial

**Industry**

Kenmac Energy Inc is an energy company whose business line includes the retail sales of fuel oil. The industry that the company operates in, is Oil, Gas & Coal where the sub-industry of Kenmac Energy Inc is Integrated Oils while the sector of business operation of the company is Energy.

**Business Environment**

* Kenmac Energy Inc is an energy company engaged in the retail sales of fuel oil.
* The company is a well-established energy company as compared to the competitors in the region.
* The company sells and supplies high-quality fuel oil in Wide Island to different sectors and industries such as Farming, and Fishery.
* Kenmac Energy Inc can be found as a recognized name for its involvement in the community and public wellbeing.
* The main strength of the company is the quality of its fuel oil, the energy they provide and accessories with a strong presence in the market and industry.

Competition

As the organizations or companies get successful, they always have a strong and tougher competition to face all the time. Kenmac Energy Inc is a well-established company that provides good and high-quality products to a wide range of markets in the Island (Canada). Hence the company has some well-established competitors as well. Main competitors of Kenmac Energy Inc are;

|  |  |
| --- | --- |
| IMPERIAL OIL & CHEMICAL Pty Ltd | Dennis K. Burke , Inc. |
| Prime Lube Inc | Tex-Con Oil Company |
| Linton Fuel Oils Ltd | Spenergy LLC |
| IPT Group | Star Lubricants |

**Consumers**

* The main consumers of the products of the Kenmac Energy Inc contain industries and homeowner.
* They (consumers) further include residential and corporate customers.
* The homeowner and residential consumers are individuals who use the company’s products such as Home Healing Oils and Food Grade Products in routine life.

The industry consumers of the company are;

* Fishing industry
* Farming industry
* Petro Canada Lubricants

Challenges

The specific challenges outlined for this project can be;

1. The purpose of the project may not get accomplished as is growing which means that competition exists.
2. There is a possibility that young minds may not have huge expertise and experiences about the concern.
3. Experienced and industry professionals may be needed to fulfill some of the tasks such as find new and insightful ways to market the company.
4. The budget ($30,000 per year) might not be utilized by young minds as seniors can.

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