

# **Abstract**

## **The Distribution of Petrol Stations in Riyadh, 1988**

The haphazard spread of Petrol stations in the city of Riyadh is due to the astronomic growth of the city and the increasing demand for petrol. Specifications for these petrol stations differed as to site, area, service provisions and manpower necessary for their operation. Such diversity has led to tremendous differences in the marketing processes.

This work purports to analyze the distribution mode of petrol stations and the factors responsible for it. The writer, furthermore, proposes a distribution model more capable of providing both physical as well as psychological convenience to customers soliciting the services of these stations.

This research is based on a field survey of petrol stations in Riyadh where 330 of them were found in 1988. Using Q point analysis and the Poisson processes; the distribution pattern was identified as falling somewhere between the random and the cluster spatial point patterns. Correlation analysis was then used in order to recognize the factors that most influenced the distribution and the multiple regression procedures were utilized to elucidate those factors most accountable for the identified pattern.

Assuming that; the demand for petrol is likely to continue, the marketing capacity of petrol stations now present might require the construction of several new ones, and that changing the sites of existing stations is not practical; the writer proposed the construction of forty (40) new stations for specific sites within the city.

Revising the Poisson processes in light of the new additional sites brought the distribution mode in Riyadh nearer to the random pattern and thus fulfilling one of the intended objectives of this reserach.