

# GAZPROM

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# General Information

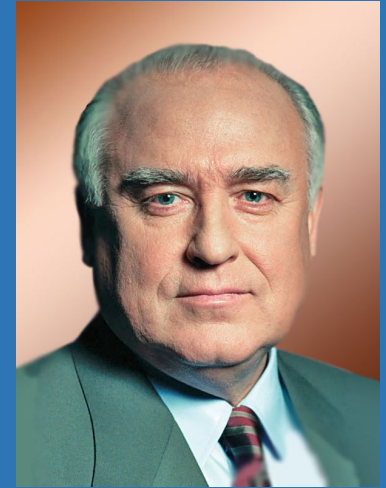
**FOUNDED IN 1989**

**FOUNDER VIKTOR CHERNOMYRDIN**

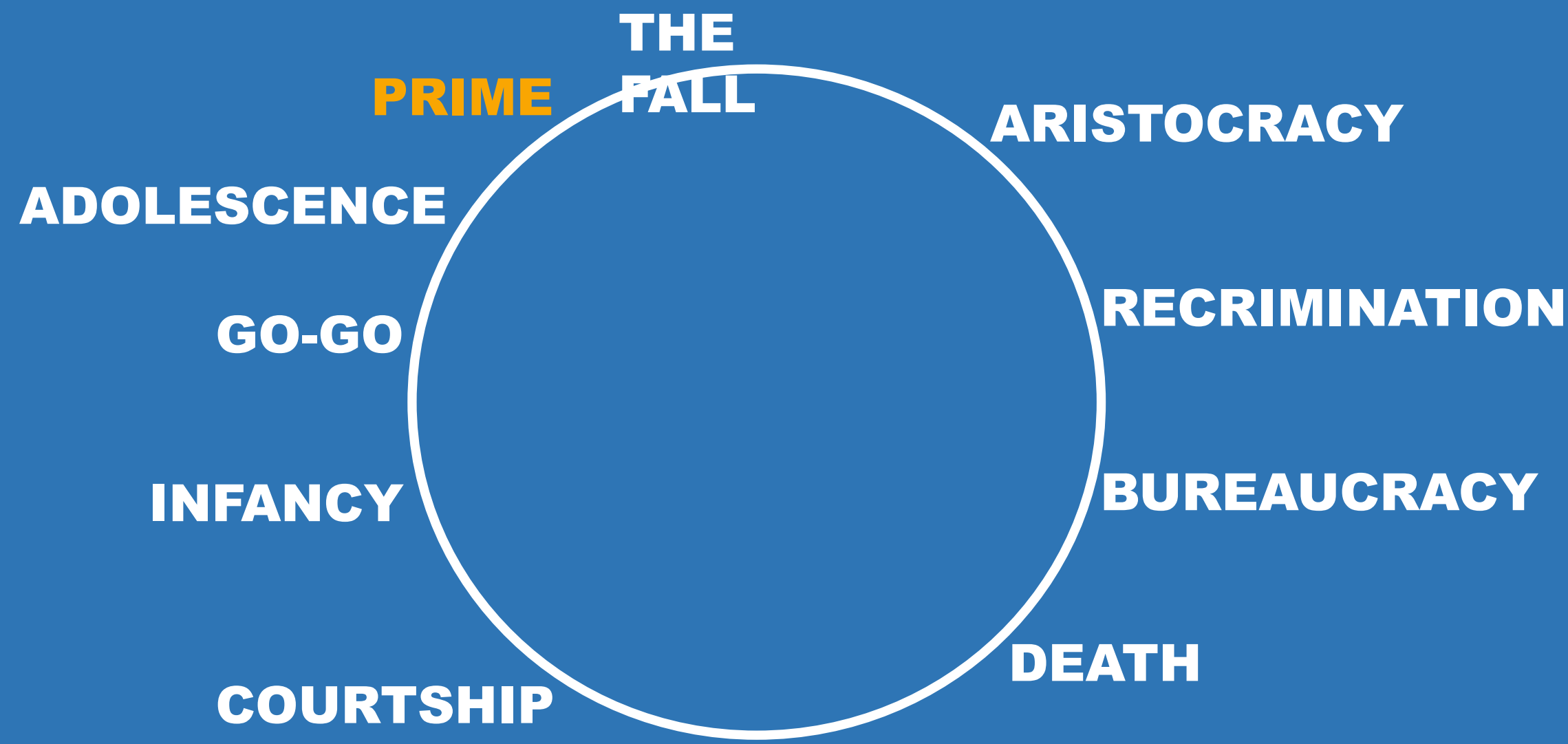
**CEO ALEXEY MILLER**

**SERVICE GAS PIPELINE TRANSPORT**

**PRODUCTS PETROLEUM,  
NATURAL GAS,  
PETROCHEMICALS**



# Point of Life Cycle



# Point of Life Cycle

**PRIME BALANCE BETWEEN CONTROL & FLEXIBILITY,  
GROWING CONDITIONS**

## **POINTS**

**INNOVATION,  
PRODUCT DIVERSIFICATION,  
STRONG ENTRY BARRIERS,  
CUSTOMER RELATIONSHIP MANAGEMENT,  
CHANGE MANAGEMENT**

# Principles of Quality Management

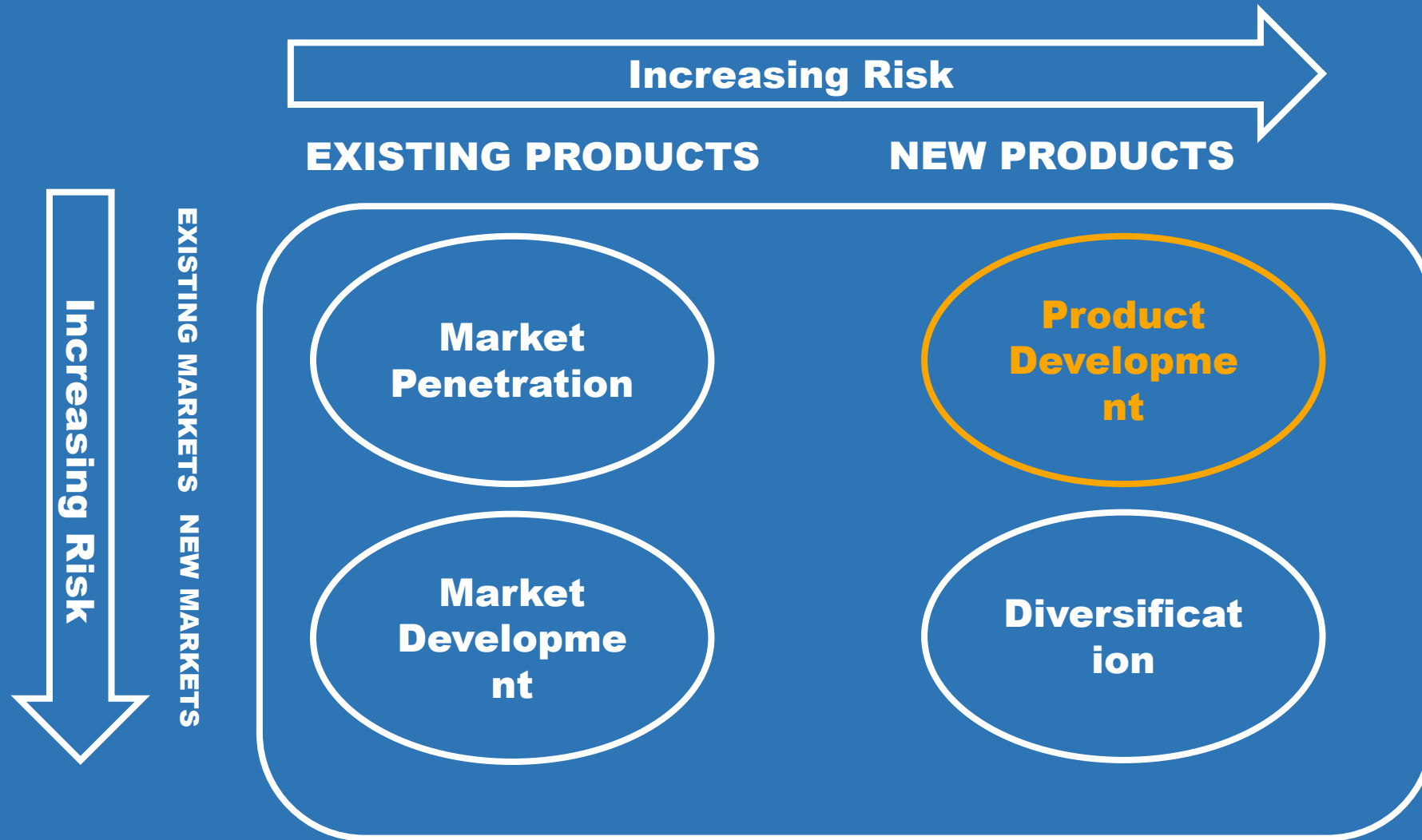


**A STRONG CUSTOMER FOCUS, MOTIVATION & ENGAGEMENT OF TOP MANAGEMENT IN QUALITY ASSURANCE PROCESSES**

# Competitive Advantages

**MONOPOLY** **STATUS,**  
**LOW-COST** **PRODUCER/OPERATOR,**  
**ECONOMIES & EFFICIENCIES OF SCALE**




# Analysis: Ansoff





# Analysis: Hofer

## Stages of Market Evolution

	<b>STRONG</b>	<b>AVERAGE</b>	<b>WEAK</b>
<b>Embryonic (development)</b>			
<b>Coming to market (growth)</b>			
<b>Market shocks (competitive pressure)</b>			
<b>Maturity &amp; market saturation</b>			
<b>Decline &amp; exit of market</b>			

# Analysis: Shell

**COMPANY'S COMPETITIVE CAPABILITY**

## PROSPECTS FOR SECTOR PROFITABILITY

	<b>UNATTRACTIVE</b>	<b>AVERAGE</b>	<b>ATTRACTIVE</b>
<b>WEAK</b>	<b>DISINVEST</b>	<b>PHASED WITHDRAWAL</b>	<b>DOUBLE OR QUIT</b>
<b>AVERAGE</b>	<b>PHASED WITHDRAWAL</b>	<b>CUSTODIAL</b>	<b>TRY HARDER</b>
<b>STRONG</b>	<b>CASH GENERATION</b>	<b>GROWTH</b>	<b>LEADER</b>

# **Vision of Gazprom**

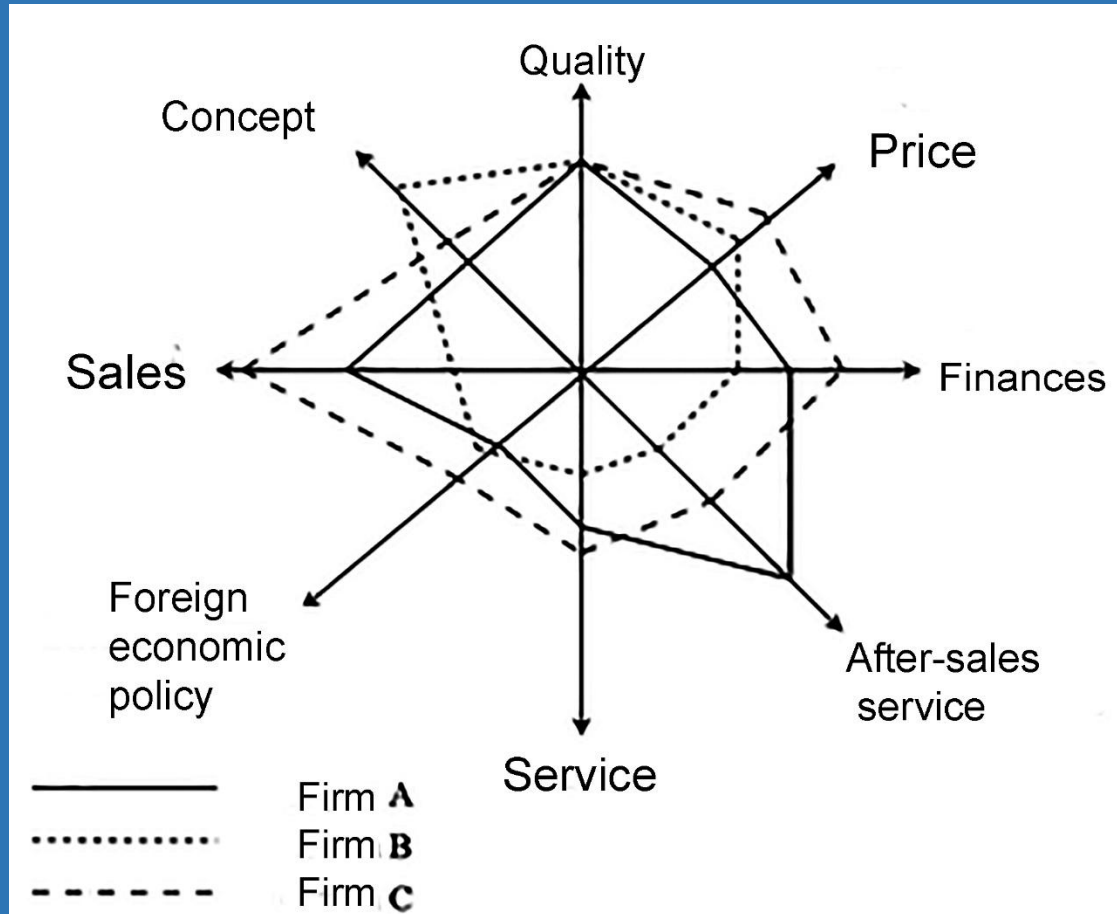
**Through living they values every day they can build the right culture that enables them all to succeed. They work as one team with their customers, their parent company and each other in order to understand each other's needs. With an unstoppable passion for excellence, growth and learning, Gazprom is committed to creating an environment that fosters the development of knowledge, skills and experience, so that people can thrive and prosper in their careers with Gazprom. Innovative thinking is central to how they do business and enables them to work with customers to provide energy solutions that are tailored for them.**

**ACCORDING TO THE FINANCIAL RESULTS OF THE PAST YEAR, GAZPROM BECAME ONE OF THE MOST SUCCESSFUL PUBLIC COMPANIES IN THE WORLD. SUCH SUCCESS CAN BE ACHIEVED THANKS TO THE SIZE OF THE CORPORATION, ITS UNIQUE ASSETS AND EFFECTIVE MANAGEMENT. AND THERE IS EVERY REASON TO BELIEVE THAT THIS YEAR THE RESULTS OF THE COMPANY WILL BE NO LESS IMPRESSIVE**

**GAZPROM IS NOT AFRAID OF COMPETITION AND BELIEVES THAT THE REAL COMPETITION FOR THE CONSUMER AND IN THE INTERESTS OF THE CONSUMER CAN BE ONLY BY CREATING EQUAL OPPORTUNITIES FOR ALL MARKET PARTICIPANTS WITH THE SIMULTANEOUS LAUNCH OF ORGANIZED GAS TRADING IN RUSSIA AND THE INTRODUCTION OF A COMMERCIAL GAS BALANCING SYSTEM**

**“COMPETITIVENESS POLYGON” IS A METHOD THAT  
ALLOWS YOU QUICKLY ANALYZE THE  
COMPETITIVENESS OF THE COMPANY’S GOODS IN  
COMPARISON WITH KEY COMPETITORS AND  
DEVELOP EFFECTIVE MEASURES TO IMPROVE THE  
COMPETITIVENESS OF PRODUCTS**

# Competitiveness Polygon



**FIRM A - ROSNEFT**

**FIRM B - LUKOIL**

**FIRM C - GAZPROM**

## Conclusion

**CURRENTLY, THE RUSSIAN GAS MARKET CONSISTS OF REGULATED AND UNREGULATED SECTORS. GAZPROM IS PRACTICALLY THE ONLY SUPPLIER IN THE REGULATED MARKET SECTOR. OF ALL TYPES OF FUEL RESOURCES, ONLY THE PRICES OF NATURAL GAS PRODUCED BY GAZPROM GROUP COMPANIES AND SUPPLIED TO RUSSIAN CONSUMERS ARE SUBJECT TO STATE REGULATION**



Место	Организация	выручка	активы	Регион
1	ПАО "ГАЗПРОМ" 7736050003	5 179 549	15 736 141	Москва
2	ПАО "ГАЗПРОМ НЕФТЬ" 5504036333	2 070 008	1 818 737	Омская область
3	ООО "ГАЗПРОМ МЕЖРЕГИОНГАЗ" 5003021311	1 192 167	1 070 259	Московская область
4	ПАО "НОВАТЭК" 6316031581	560 647	753 371	Самарская область
5	ООО "ЛУКОЙЛ-РЕЗЕРВНЕФТЕПРОДУКТ-ТРЕЙДИНГ" 9705083130	205 084	21 574	
6	АО "НЕФТЕГАЗХОЛДИНГ" 7704233903	185 340	87 096	Москва
7	АО "ФОРТЕИНВЕСТ" 7707743204	178 734	58 556	Москва
8	ПАО НЕФТЕГАЗОВАЯ КОМПАНИЯ "РУССНЕФТЬ" 7717133960	176 365	264 623	Москва
9	АО "ТАИФ" 1655020761	162 298	141 345	Республика Татарстан
10	ООО "ЛУКОЙЛ-ИНТЕР-КАРД" 3444197347	152 769	9 838	Волгоградская область

**Our Change is**

**CREATION OF GAS-ELECTRO STATIONS  
CONSIDERING SMALL ENERGETICS**

## **Description of The Change**

**THERE IS A PROBLEM OF THE ABSENCE OF ELECTRICITY  
IN A SMALL, FAR CITIES AND VILLAGES**

**IN ORDER TO SATISFY SOCIAL NEEDS AND DECREASE  
COSTS OF THE SUPPLY OF ELECTRICITY,  
IT IS POSSIBLE TO BUILD SMALL ELECTROSTATIONS  
THAT USE GAS TO PRODUCE ELECTRICITY IN THE AREAS  
WHERE GAS IS ALREADY LAUNCHED**

# Advantages

**NEW MARKET**

**ABSENCE OF COMPETITORS**

**INCREASE PROFIT OF THE COMPANY**

**CSR**

**DIVERSIFICATION OF PRODUCTS**

**INCREASE OF THE PEOPLE'S TRUST TO THE COMPANY**

# Disadvantages

**EXPENSIVE**

# **Kotter's 8 steps**

- 1. CREATE A SENSE OF URGENCY**
- 2. BUILD A GUIDING COALITION**
- 3. FORM A STRATEGIC VISION AND INITIATIVES**
- 4. ENLIST A VOLUNTEER ARMY**
- 5. ENABLE ACTION BY REMOVING BARRIERS**
- 6. GENERATE SHORT-TERM WINS**
- 7. SUSTAIN ACCELERATION**
- 8. INSTITUTE CHANGE**

# **1. Create a Sense of Urgency**

**IT IS NEEDED RIGHT NOW TO INCREASE  
THE PRESTIGE OF THE GOVERNMENT IN PEOPLE'S EYES**

## **2. Build a Guiding Coalition**

**ENGINEERS, EXPLAINERS, DIALOGUE  
WITH THE GOVERNMENT**



### **3. Form a Strategic Vision and Initiatives**

**INCREASE OF THE ELECTRIFICATION OF THE COUNTRY**

## **4. Enlist a Volunteer Army**

**SHOW HOW CHANGES ARE NEEDED IN  
ORDER TO HELP PEOPLE AND PUT OUR  
COUNTRY IN THE LEADERS BY THE LEVEL  
OF ELECTRIFICATION**

## **5. Enable Action by Removing Barriers**

**REMOVE OBSTACLES TO CHANGE,  
CHANGE SYSTEMS, OR STRUCTURES THAT POSE  
THREATS TO THE ACHIEVEMENT OF THE VISION**

## **6. Generate Short-term Wins**

**PUT A SMALL TIME FRAME,  
INVITE HIGHLY SKILLED WORKERS,  
CONSTANTLY CONTROL, EVALUATE ACCOMPLISHMENTS  
AND CORRELATE THEM TO THE RESULTS**

## **7. Sustain Acceleration**

**IMPLEMENT IN PRACTICE;  
ATTRACT MORE CUSTOMERS;  
HIRE, PROMOTE AND DEVELOP EMPLOYEES  
WHO CAN IMPLEMENT THE VISION, SEARCHING OF A  
NEW PLACES FOR DEVELOPMENT OF  
ELECTRICITY NETWORK**

## **8. Institute Change**

**It is necessary to make the next steps:**

- **Talk about progress every chance you get. Tell success stories about the change process, and repeat other stories that you hear.**
- **Include the change ideals and values when hiring and training new staff.**
- **Publicly recognize key members of your original change coalition, and make sure the rest of the staff – new and old – remembers their contributions.**
- **Create plans to replace key leaders of change as they move on. This will help ensure that their legacy is not lost or forgotten.**

	weights	ГАЗПРО М	ВР	ЛУКОЙЛ	РОСНЕФТ Ь
<i>Fuel quality</i>	5	2	3	2	2
<i>Prices per liter</i>	4	1	3	2	4
<i>Fuel type choice</i>	3	4	4	3	2
<i>Accessibility (number of stations in Russia)</i>	2	2	1	3	4
		1244	124	2603	2962
<i>Extra services (cafes, coffee points etc)</i>	1	4	4	3	3
<b>Score</b>		<b>34</b>	<b>45</b>	<b>36</b>	<b>43</b>

**THANKS!**