

**ATTRIBUTES OF THE COMMERCIAL OFFER
OF THE PETROL STATION NETWORK ADDRESSED
TO MICRO AND SMALL ROAD TRANSPORT ENTERPRISES
IN THE PODKARPACKIE VOIVODESHIP**

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Purpose: The aim of the research will be to identify the structure of the petrol stations network in the Podkarpackie Voivodeship and to indicate the attributes of their commercial offer to the extent necessary to support the decision-making process aimed at selecting the appropriate supplier of transport fuels for the needs of micro and small road transport enterprises. The essence of the research problem will aim at answering questions about the subjective structure of the retail market of petrol stations in the Podkarpackie Voivodeship. In addition, its geographical, material and functional structure. Object of the research is the retail market of transport fuels in the Podkarpackie Voivodeship, and the subject of the research is the petrol station network operating there. The area of research are the attributes of the commercial offer of the petrol station network addressed to micro and small road transport enterprises.

Design/methodology/approach: The research procedure will run through the following stages: 1) indicating the topic, purpose and scope of the research; 2) determination and definition of evaluation criteria; 3) selection of the test sample; 4) measurement; 5) interpretation of the obtained results; 6) final conclusions; 7) dissemination of research results. The research method used is a critical review of the literature and databases, as well as a direct interview. Three criteria were used to evaluate the commercial offer, i.e. economic and financial, organizational and technical, and security. In addition, an interview form was developed.

Findings: The implementation of the topic and purpose of the research allowed to indicate the attributes of the commercial offer of the petrol station network addressed to micro and small road transport enterprises in the Podkarpackie Voivodeship. It should be emphasized that the presented research is preliminary. They are the first stage of the main research topic. The purpose of these researches is to indicate the scope and form of cooperation between a retail supplier of liquid fuels and a micro and small enterprise of road transport in the Podkarpackie Voivodeship. The stages of its implementation include: determining the attributes of the commercial offer of the petrol station network in the analyzed region; an indication of the determinants of the choice of a supplier of liquid fuels by the surveyed enterprises; determination of the extent to which the commercial offer of the petrol station network addressed to micro and small road transport enterprises in the Podkarpackie Voivodeship reflects the real needs of the market.

Originality/value: In this article, the actions taken to achieve the progress of scientific knowledge led to the expansion of knowledge in the discipline of management and quality science in the area of trade systems, their organization and management. The research focused on the areas that have and will have an impact on improving the competitive position of road transport enterprise.

Keywords: supplier, liquid fuels, transport.

Category of the paper: Research paper.

1. Introduction

The adopted topic is a response to the identified needs reported by transport enterprises located in the Podkarpackie Voivodeship in relation to the current state of knowledge. In the analyzed region, the share of road transport in the transport of goods and passengers remains at a very high level. In the past period, the number of motor vehicles increased in the Podkarpackie Voivodeship. In their structure, the vast majority were vehicles powered by petroleum fuels. Due to the high level of prices of fuels used in transport on the domestic market, an increase in the share of their purchase costs in the cost structure of global enterprises was recorded. It should be noted that the domestic fuel market is very strongly determined by current events in the world. In addition, the climate and energy policy of the European Union has a large impact on transport and fuel economy.

The retail market of transport fuels in the Podkarpackie Voivodeship was characterized by high flexibility. Strong competition from domestic and foreign entities translated into the price offer and non-price conditions. In Poland, fuel prices were not regulated. They were determined on an arm's length basis, on the basis of import parity (price of crude oil and finished fuels, USD exchange rate and the level of domestic taxes). The structure contained fixed elements, i.e. excise duty, fuel surcharge and emission fee, as well as variable elements, i.e. VAT, margin and net price. In addition, their final level was affected by the size of local needs and the scale of competition between suppliers (Frączek, Kaliski, Siemek, 2013).

In response to the above issues, it was assumed that the purpose of the research would be to identify the structure of the network of petrol stations in the Podkarpackie Voivodeship and to indicate the attributes of their commercial offer to the extent necessary to support the decision-making process aimed at selecting the appropriate supplier of transport fuels for the needs of micro and small road transport enterprises.

Its implementation will take place through: establishing the current state of knowledge in the field of the discussed issues; description of the test method; measurement; presentation of final conclusions. The research method used is a critical review of the literature and databases, as well as a direct interview.

It should be emphasized that the presented research is preliminary. They are the first stage of the main research topic. The purpose of these researches is to indicate the scope and form of cooperation between a retail supplier of liquid fuels and a micro and small enterprise of road transport in the Podkarpackie Voivodeship. The stages of its implementation include: determining the attributes of the commercial offer of the petrol station network in the analyzed region; an indication of the determinants of the choice of a supplier of liquid fuels by the surveyed enterprises; determination of the extent to which the commercial offer of the petrol station network addressed to micro and small road transport enterprises in the Podkarpackie Voivodeship reflects the real needs of the market.

2. Theoretical basis

The concept of a transport enterprise can be considered from the point of view of representatives of various scientific disciplines (Kozlak, 2018; Wall, 2002). In subjective terms, it is an organizational unit consisting of a network of related and cooperating functional and task departments as well as human work. In material terms, an enterprise is defined on the basis of the means of production at its disposal. The means of production include both the object of labor and the means of labour. Means of work include buildings and structures, means of transport, other technical devices and materials used in their operation (including fuels and energy). In functional terms, a transport enterprise is a set of tasks related to the preparation of the transport process, its implementation, control and settlement (Mendyk, 2009; Kozlak, 2008; Grzywacz et al., 1989; Tarski 1974).

In practice, assuming the criterion of employment and annual revenues, a transport enterprise can be divided into four groups, i.e. micro, small, medium and large. A micro-enterprise is an economic unit that employs less than 10 employees, a small enterprise employs less than 50 (Dz.U. 2004, Nr 173, poz. 1807). In the literature on the subject, a further division of enterprises takes into account, above all, the phases of material goods flow, the degree of specialization, the geographical scope of the business, capital structure, ownership sector, type of ownership, forms of ownership, legal forms or the degree of resources involved (Jedynak, 2022; Budzyński, 2013; Krawczyk, 2011; Dz.U. z 2007 r. nr 251, poz. 185).

Within the organization of a transport enterprise, the basic (transport) and auxiliary (support) subsystems are commonly indicated. One of the areas of support for transport processes is the fuel and energy subsystem. In the literature on the subject, the system of fuels and energy is presented in two ways (Orecchini et al., 2012). In a narrow sense, at the enterprise level. It includes the supply and consumption subsystem. The entity structure of the supply subsystem consists of the department and positions responsible for the purchase and supply of individual energy carriers and their suppliers. The consumption subsystem includes

a department and position responsible for the consumption of energy carriers (Jedynek, 2022). In a broader sense, the fuel and energy system is a separate part of the national economy (Górzyński, 2017; Łucki et al., 2011; Rechul, 2010). Taking into account the phases of flow of streams of material goods, people and information in the economy, this subsystem will include supply, production and distribution as well as waste management (Jedynek, 2022).

The supplier is an organizational unit that offers and delivers to the recipients, independently or by commissioning an external entity, appropriate tangible goods and services being the subject of their manufacturing or commercial activity, in accordance with previously agreed purchase conditions (commercial offer) (Dubisz, 2003). In the literature on the subject, various criteria for dividing the supplier are presented. The criterion of the type of market served, the reliability and security of supplies, the supplier's share in the company's overall purchases, the current and future capabilities of the supplier or the pace of their development are commonly taken into account. Other criteria also play an important role in establishing cooperation with suppliers, i.e. the location of the supplier, the size of the supplier and their position on the market, period of operation or financial stability. In addition, the level of prices, the breadth and depth of the commercial offer, its comprehensiveness or the quality of the material goods and services provided (Jedynek, 2022; Budzyński, 2016; Krawczyk, 2011; Bendkowski et al., 2011; Dworecki et al., 2005; Górski, 2004).

In the literature on the subject, a supplier's commercial offer means his offer to sell goods and/or services aimed at concluding a binding contract. According to the legal provisions, a commercial offer is a way of concluding a contract consisting in the presentation of conditions by the offeror and acceptance by the offeree (Dz.U. 1964, nr 16, poz. 93). It should be emphasized that the rules set out in it cannot be changed. They can be fully accepted or rejected. The content of the offer includes the terms and methods of commercial transaction accepted by the supplier. The offer may be presented in various forms and scope. It can be submitted both orally and in writing in paper or electronic form. It can be addressed to a single person or to a larger group. It can be public or restricted. In the literature on the subject, the following are indicated as the basic attributes of a commercial offer: fit, availability, transparency and timeliness.

3. Methodology

Subject of research: Attributes of the commercial offer of a network of petrol stations addressed to micro and small road transport enterprises in the Podkarpackie Voivodship.

Its main goal will be to identify the structure of the fuel stations network in the Podkarpackie Voivodship and to indicate the attributes of their commercial offer to the extent necessary to support the decision-making process aimed at selecting the appropriate supplier of transport

fuels for the needs of micro and small road transport enterprises. The essence of the research problem will aim at answering questions about the subjective structure of the retail market of petrol stations in the Podkarpackie Voivodship. In addition, its geographical, subject and functional structures. Therefore, the subject of study is the retail market of transport fuels in the Podkarpackie Voivodship, and the subject of the research is the petrol station network operating there. The area of research are the attributes of the commercial offer of the petrol station network addressed to micro and small road transport enterprises.

In terms of the state of knowledge, taking into account the achievements and experience of the researcher, the following research hypothesis was formulated, i.e. the commercial offer of the petrol station network addressed to micro and small road transport enterprises goes far beyond the sale of fuels. The offer includes facilities for recipients supporting their process of purchasing and using transport fuels. They are designed to add additional value by integrating dispersed activities carried out as part of handling the transport process.

The stages of the research procedure include: 1) indicating the topic, purpose and scope of the research; 2) determination and definition of evaluation criteria; 3) selection of the test sample; 4) measurement; 5) interpretation of the obtained results; 6) final conclusions; 7) dissemination of research results.

The research method used is a critical review of available databases (such as: electronic databases (For business, Orlen, 2022; Products..., 2022; Business..., 2022; Customer..., 2022; For business, Moya, 2022; Drive..., 2022; Petrol..., 2022; Oil..., 2021) and applicable regulations of cooperation (Ogólne..., 2022; Regulamin sprzedaży..., 2022; Wzór..., 2022; Regulamin program..., 2022; Regulamin użytkowania ... mikrofirma, 2022; Regulamin użytkowania ..., 2022; Regulamin promocji..., 2022; Załącznik... kart flotowych..., 2022; Załącznik... kart Prepaid..., 2022) and direct interview. An interview form was developed for the research. In addition, three criteria for assessing the service station network were adopted, i.e. economic and financial, organizational and technical, and security. The assumed areas were defined by parameters. The form for measuring the commercial offer of the surveyed suppliers of transport fuels and its description are presented in Table 1.

Table 1.

Tested parameters for evaluating the petrol station network

GROUP NAME	SYMBOL	TESTED PARAMETER		UNIT OF MEASURE
Economic and financial	A.1.1	Average unit price at selected petrol stations	- Motor gasoline	PLN/liter
	A.1.2		- Diesel	PLN/liter
	A.1.3		- LPG	PLN/liter
	A.2	Value/quantity discounts (fuel offer)		–
	A.3	Value/quantity discounts (non-fuel offer)		–
	A.4	Form of payment as part of the established cooperation		–
	A.5	Form of payment security		–
	A.6	Electronic invoices		–
A.7	Summary invoice for a given period		–	

Cont. table 1.

Organizational and technical	B.1	Remote form of concluding a cooperation agreement	–	
	B.2	Duration of the agreement	–	
	B.3	Availability of a fuel card in the offer (including the form of payment)	–	
	B.4.1	Fuel card access	- Assigning the card to the vehicle	–
	B.4.2		- Assigning the card to the driver	–
	B.4.3		- Assigning cards to the company	–
	B.4.4		- Bearer card	–
	B.5	Other supported fleet cards	–	
	B.6.1	Electronic platform and its functionality	- Access to fuel transactions and beyond fuel	–
	B.6.2		- Access to e-invoice	–
	B.6.3		- Possibility to personalize the card and purchase limits	–
	B.6.4		- Fast payment	–
	B.6.5		- Road and parking fees	–
	B.6.6		- Access to navigation and maps	–
	B.7	Mobile application	–	
	B.8	Loyalty program	–	
	B.9.1	Additional services	- Shop	–
	B.9.2		-Parking	–
	B.9.3		- Catering services	–
	B.9.4		- Hotel services	–
	B.9.5		- Car repair	–
	B.9.6		- Car wash	–
	B.9.7		- Postal services	–
	B.9.8		- Infrastructure for servicing trucks and buses	–
B.9.9	- Others		–	
B.10	Number of petrol stations located in the serviced area	pcs		
B.11	Geographic/demographic indicator	pcs/km ² pcs100 thou. people		
B.12	Access to infrastructure	h/day		
B.13.1	Main location	- City	–	
B.13.2		- Highway and expressway	–	
B.13.3		- National roads	–	
B.13.4		- Other road categories	–	
B.14	Geographical scope of the commercial offer	–		
Security	C.1.1	Type of fuel	- Motor gasoline	–
	C.1.2		- Motor gasoline (Premium)	–
	C.1.3		- Diesel	–
	C.1.4		- Diesel (pPremium)	–
	C.1.5		- Diesel TIR	–
	C.1.6		- LPG	–
	C.1.7		- Electricity	–
	C.2	Fuel quality assessment (according to the President of the Office of Competition and Consumer Protection)	–	
	C.3	Length of the supplier's existence on the market	–	
	C.4	Enterprise size	–	
C.5	Specialization in the service provided	–		
C.6	Supplier's position in the market	–		
C.7	Opinion about the supplier from buyers (concerns the Rzeszow poviast and the city of Rzeszow)	–		

Source: own study.

4. Empirical Results and Discussion

Based on the analysis of the structure of the petrol stations network located in the Podkarpackie Voivodship, the following enterprises were selected for the study: PKN Orlen SA (Orlen), BP Europa SE Spółka europejska Branch in Poland (BP), Shell Polska Sp. z o.o. (Shell), Circle K Polska Sp. z o.o. (Circle K), Anwim SA (Moya station network), Slovnaft Polska SA (Slovnaft Partner), Watkem Sp. z o.o. (Thread). These enterprises included both dependent and independent networks (i.e. Moya, Slovnaft, Watkem). In the case of other operators operating in the Podkarpackie Voivodship, due to the limited number of filling stations, it was assumed that they are of secondary (local) nature. The research does not include the network of stations belonging to Grupa Lotos SA, part of which as of August 1, 2022, as a result of consolidation, became part of PKN Orlen SA. The research took into account the offer dedicated to micro and small transport enterprises operating in the country and abroad. The measurement was made at the turn of 2022/2023.

The measurement results in the economic and financial area are presented in Table 2.

Table 2.

Measurement results in the economic and financial area

PARAMETER	PETROL STATION NETWORK						
	Orlen	BP	Shell	Circle K	Moya	Slovnaft	Watkem
A.1.1	6,64	6,61	6,62	6,60	6,60	6,65	6,62
A.1.2	7,80	7,81	7,83	7,81	7,80	7,81	7,79
A.1.3	3,21	3,20	3,19	3,20	3,19	3,19	3,17
A.2	yes (program Biznestank)	yes (program BP Komfort Prepaid, Program BP Plus)	yes (program Shell Card, Shell Fleet App)	yes (the fuel card can be registered as a loyalty card)	yes	no data	yes (individual arrangements, cooperation on permanent contracts)
A.3	yes (program Biznestank: automatic car wash, vacuum cleaner)	yes (program BP Komfort Prepaid: car wash, oils and washer fluids; BP Plus: car wash, AdBlue)	no data	yes (program Circle K Extra: car wash, shopping in the store for selected products)	no	no data	yes (individual arrangements, cooperation on permanent contracts)

Cont. table 2.

A.4	cash, cashless	cashless	cashless	cashless	cash, cashless	no data	cash, cashless
A.5	bank guarantee, insurance, deposit	deposit, trade credit, blocking of funds on a bank account, guarantee by another company	credit limit (no data on the form of collateral)	deposit (program Circle K Easy Card)	promissory note, deposit	no data	individual arrange- ments, coopera- tion on permanent contracts
A.6	yes	yes	yes	yes	yes	no data	yes
A.7	yes (program Mikroflota: 2/month)	yes (program BP Komfort Prepaid 1/month; BP Aral, BP Plus: individual arrangemen ts)	yes	yes (program Circle K Easy Card: 1/month)	yes (program Moya Mikrofirma : 5, 2, 1/month)	no data	yes (2/month)

Source: own study.

The measurement of the prices of individual fuels was carried out at selected stations located within a radius of approximately 5 km in the voivodeship city of Rzeszów. Of which four stations, i.e. Orlen, Moya, Slovnaft, Watkem, were located at ul. Sikorskiego (the main street leading towards Insurgents of Warsaw Street and Rejtana Street). In the case of Circle K at Rejtana Street. The others were located at Insurgents of Warsaw Street. The measurement was carried out on January 7-11, 2023. In the analyzed period, fuel prices remained at an even level. Minor differences were noted in prices.

Depending on the size of the car fleet at the disposal of enterprises or the monthly fuel consumption at stations, discounts were granted on fuels and on selected non-fuel products or services. Most of the proposed forms of cooperation were based on a non-cash transaction. As a consequence, there were various forms of payment security. As part of the ongoing cooperation, electronic invoices and a collective invoice for a given period were offered.

The measurement results in the organizational and technical area are presented in Table 3.

Cont. table 3.

B.6.5	yes	yes	yes	yes	x (program TFC powered by Moya)	no	no
B.6.6	no	no	yes	no	x (station map Moya)	no	no
B.7	yes	yes	yes	yes	yes	no data	no
B.8	Orlen Vitay	Payback	Shell Club Smart	Circle K Extra	Moya VIP	no	no
B.9.1	yes	yes	yes	yes	yes	yes	yes
B.9.2	yes	yes	yes	yes	yes	yes	yes
B.9.3	yes	yes	yes	yes	yes	no	no
B.9.4	no	no	no	no	tak (station: Tryńcza 281)	no	yes
B.9.5	yes	yes (program BP + Aral: 24/7 roadside assistance)	yes (program Shell Card: 24/7 roadside assistance)	yes (program Circle K Routex Card: 24/7 roadside assistance)	yes (car repair shop – stations: Leżajsk 279, Radymno 94, Dynów 277)	no	yes (vehicle control station)
B.9.6	yes	yes	yes	yes	yes	yes	yes
B.9.7	yes	no	no	no	yes	no	no
B.9.8	yes	yes	yes	yes	yes	no	yes
B.9.9	direct service, fees at the distributor	BP Toll Box, fees at the distributor	ETTS box, fees at the distributor	fees at the distributor	fees at the distributor, automatic fleet station: Krościenko Wyżne 457)	no	no
B.10	82	23	13	23	21	12	10
B.11	218/29	776/92	1373/164	776/92	850/101	1478/177	1785/213
B.12	24h	24h	24h	24h	10/21	4/12	7/10
B.13	dispersion	dispersion	dispersion	dispersion	dispersion	dispersion	concentration
B.13.1	yes	yes	yes	yes	yes	no	yes
B.13.2	yes	yes	yes	no	no	no	no
B.13.3	yes	yes	yes	yes	yes	no	no
B.13.4	no	no	no	yes	yes	yes	no
B.14	continental (program Mikroflota: Poland, Czech Republic, Lithuania, Germany; Biznestank: Polska; DKV ORLEN: 42 countries in Europe)	global (program BP + Aral: Europe; BP Plus: Poland, stations BP i Circle K; BP Komfort Prepaid: Poland stations BP)	global (program Shell Fleet App: Polska stacje Lotos i Lotos Optima; Shell Card: Europe 22 thou. Shell stations + 16,000 partner stations)	continental (program Circle K Routex Card 29 countries, 18 thou. station; Circle K Easy Card, Circle K Pro Card: national)	continental (program Moya Mikrofirma, Moya Firma: Poland; TFC Card Moya)	national	regional

Source: own study.

One of the forms of establishing permanent cooperation was the remote form. The contracts were mainly concluded for an indefinite period.

Fuel cards were available as part of the commercial offer. They were mainly based on non-cash transactions. Their type depended on the size of the company, vehicle fleet or annual fuel consumption. Sometimes they were dedicated to micro and small enterprises. In this case, the geographical scope of the commercial offer was usually limited to the area of the country. This did not mean that such enterprises could not take advantage of other offers. Fuel cards were issued to a vehicle, person or company. A bearer option was also available. Fleet cards of other companies were also accepted at petrol stations.

Access to the transactions carried out from the enterprise level was possible via the internet platform and the mobile application. Most often, their functionality meant a review of transaction history, ongoing access to invoices, the ability to personalize cards and purchase limits, or road and parking fees. In the case of two independent operators, cooperation was not based on fuel cards. There was also no internet platform or mobile application in their offer.

Apart from fuel sales, the surveyed stations also offered other services. Commonly a shop, gastronomy, car wash or public parking lot. Depending on the purpose of the station and its location, the stations were equipped with infrastructure for servicing trucks and buses. In addition, selected domestic operators provided postal services (own or external). Hotel services were provided primarily by independent operators. In addition, the offer of the Moya station included car repair shops. However, in the case of Watkem, vehicle inspection stations. In other cases, the stations offered 24-hour roadside assistance. In the past period, the payment service at the dispenser or, in the case of some enterprises, direct service at the dispenser has become popular.

From the point of view of the number of petrol stations in the Podkarpackie Voivodship, stations operating under the Orlen brand were dominant. Their share in the total number of entities surveyed was 45.1% (excluding Grupa LOTOS SA stations). On the other hand, when analyzing the structure of service stations in the city of Rzeszów and the Rzeszów powiat, the share of stations operating under the Orlen brand in Rzeszów in the total number of stations was 16.2% (excluding Grupa LOTOS SA stations), in the Rzeszów powiat it was 16.1% (excluding Grupa LOTOS SA stations). For BP, the share was 5.4% and 3.6%, Shell 10.8% and 1.8%, Circel K 5.4% and 1.8%, Moya 5.4% and 5.3%, Slovnaft 0.0% and 7.1% or Watkem 13.5% and 3.6%.

The location of the stations of individual enterprises was most often dispersed throughout the Podkarpackie Voivodeship. Their location is mainly in the city. In the case of the network of dependent stations, their points were most often located on motorways, expressways and national roads.

The measurement results in the economic and financial area are presented in Table 4.

Table 4.
Measurement results in the security area

PARAMETER	PETROL STATION NETWORK						
	Orlen	BP	Shell	Circle K	Moya	Slovnaft	Watkem
C.1.1	yes (95 efecta)	yes (Euro Super 95)	yes (FuelSave 95)	yes (95 miles)	yes	yes (SUPER 95)	yes
C.1.2	yes (98 verva)	yes (98 Ulitmate)	yes (V-Power 95)	yes (98 miles PLUS)	no	yes (BA 98)	no
C.1.3	yes (Diesel efecta)	yes (BP Diesel)	yes (FuelSave Diesel)	yes (miles Diesel)	yes	yes	yes
C.1.4	yes (Disel verva)	yes (ON Ulitmate)	yes (V-Power Diesel, V-Power Racing)	tak (miles Plus Diesel)	yes (ON Moya Power)	yes (Drive)	no
C.1.5	yes	yes	yes	yes	yes	no data	yes
C.1.6	yes	yes	yes	yes	yes	yes	yes
C.1.7	yes (stations: Paszczyna 4496, Rzeszów 291, Rzeszów 4224)	no	no	no	yes (stations: Przemyśl 387, Rzeszów 317, 452)	no	no
C.2	lack	lack	lack	lack	lack	lack	lack
C.3	above 5	above 5	above 5	above 5	above 5	above 5	above 5
C.4	large	large	large	large	large	large	medium
C.5	specialized	specialized	specialized	specialized	specialized	specialized	specialized
C.6	basic	basic	basic	basic	basic	secondary	secondary
C.7	4,0	4,2	4,0	4,4	4,3	2,8	4,0

Source: own study.

The commercial offer of the subsidiaries included standard and premium fuels as well as TIR diesel oil (depending on the purpose of the filling stations). However, in the case of independent operators, the situation was different. Access to electricity distributors at network fuel stations in the Podkarpackie Province was very limited (only at selected Orlen and Moya stations). In the analyzed period, according to the information of the President of the Office of Competition and Consumer Protection, no deviations from the applicable fuel quality standards were found at the examined petrol stations (Fuel quality, 2022, Dz.U. 2015, poz. 1680).

Petrol station chains belonged to large and experienced enterprises. These were units associated with domestic and foreign capital. Their activities were specialized. The geographical scope of the commercial offer varied from global, through continental and national, to regional. The position on the market due to the potential they had and the location of individual points was of a basic nature. In the case of the Watkem station, due to the number

of points in the country, the geographical range or concentration of station locations were of secondary importance.

According to the assessment of service station users, the average rating was above 4.0 (on a scale of 5.0-2.0). The ratings were determined on the basis of anonymous customer reviews posted on GoogleMaps.pl. They concerned petrol stations located in the city of Rzeszów and the Rzeszów powiat.

5. Conclusions

The implementation of the topic and purpose of the research allowed to indicate the following attributes of the commercial offer of the petrol station network addressed to micro and small road transport enterprises in the Podkarpackie Voivodship:

- Personalization of the offer. The commercial offer of the petrol station network addressed to road transport enterprises is a package consisting of available goods and services, as well as terms and conditions for handling purchase and sale transactions. The offer addressed only to micro and small enterprises is carried out on generally accepted terms. In the event that the needs go beyond it, there is a possibility of establishing cooperation under other convenient forms. In this case, the terms of cooperation are determined individually (under the applicable cooperation models) depending on the amount of fuel used, the size of the vehicle fleet or geographical criteria.
- Limited access to the terms of cooperation. Most enterprises have limited access to data on the terms of cooperation. No published regulations or contract forms. The data is made available after sending an application for cooperation to the supplier.
- A wide range of offers. Petrol stations have turned into shopping and service centers. In addition to the possibility of refueling there, the sale of fresh, food and industrial goods is also available to a certain extent, and catering services are provided. In addition, services related to the operation of the vehicle fleet, i.e. parking, car wash and repairs.
- Offer availability. The vast majority of petrol stations network provide their services 24 hours a day.
- Integration of the transport process. Cooperation between the operator and the enterprise is remote via a mobile application and an internet platform. There is a wide range of services that can be used in the field of fleet management. They allow for the integration of various tasks performed as part of handling the entire transport process.

- Personalization of tasks. The available internet application gives you the ability to manage the fleet and the driver's work. Shared services allow you to control them and give you the opportunity to personalize access to purchases and services and to set their limits.
- The speed of establishing cooperation. A remote form of communication is made available and accepted in order to establish permanent cooperation with a given operator.
- Distributed location. Most of the locations of petrol stations are dispersed throughout the Podkarpackie Voivodeship. They are located mainly in large and medium-sized towns and along main communication routes. On the other hand, small towns or roads of secondary importance are dominated by local independent operators.
- Extra-regional significance. The geographical range of the service station network's commercial offer extends beyond the Podkarpackie Voivodeship. The offer is mostly continental. It involves the use of both own and partner stations.

In conclusion, the adopted research hypothesis was confirmed.

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