

TRAINING AND DEVELOPING PROGRAM PRACTICE BASED ON THE BRAND DEVELOPMENT STRATEGY OF EASY JOY CONVENIENCE STORE IN SINOPEC

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1. Theme of proposal:

Fill the gap between lifelong learning and the organizational development.

2. Description of proposal:

a) Introduction to the proposal.

As an important role of transformation and restructure in the large state-owned enterprises in China, Sinopec Group has done many efforts to build the non-oil business brand 'Easy Joy'. It grows up in a great-leap-forward way from nothing to now, from small to large, from weak to powerful. Transformation of Sinopec put forward higher requirements to more professional employees. Focused on the points of the talent developing, the sales enterprise in Sinopec carried out a series of practices in the training and developing program, which is based on the brand development strategy of Easy Joy convenience store, in order to enhance the performance of the non-oil business, to the transformation of Sinopec.

Keywords: non-oil business in Sinopec, easy joy convenience store, talent developing, training research

b) Objectives of proposal.

Fill the gap between the insufficient knowledge and skills to meet the high-speed business development. The employees' performance can be enhanced by the training and developing base on the corporate strategy.

c) Work methodology.

Investigation and research, interview survey, work observation, work practice.

基于“易捷”便利店品牌发展战略的 培训项目开发实践

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摘要：作为中国石化集团公司转方式、调结构的重要组成部分，非油品业务着力打造“易捷”品牌，经历了从无到有、由小到大、由弱变强的跨越式发展。企业转型对传统油品销售企业的非油品从业人员专业化水平提出了更高的要求。销售公司紧密结合“易捷”便利店品牌发展战略，开展了一系列培训项目开发实践，瞄准人才培养高点，以人才培养助力非油品业务发展，助推企业转型。

关键词：非油品、易捷、人才培养、培训研究

论文目标：填补企业快速的新业务发展下，企业员工知识与技能的不足。通过人才培养，提升企业员工绩效，助推企业发展转型。

研究方法：问卷调查、访谈调查、工作观察、教学实践等