



COMMODITY PROFILE

MINISTRY OF COMMERCE & INDUSTRY



REPUBLIC OF LIBERIA

2013

Product	
1. Commodity/Product Name:	Gasoline
2. Types/Varieties:	Regular
3. Production Information - (a) global production per annum (b) import volume per annum (c) average monthly consumption (d) average shelf life:	a) Global Production (2012): Presently not available b) Import Volume (2012): 109,545MT c) Average Monthly Consumption (2012): 3,195,062.50Gallons
Price	
4. International Prices per various sizes:	FOB: \$2.84
5. International Price including shipment per various sizes:	\$3.07
6. Consumer/Retail Price:	\$4.28
7. Wholesale Price:	\$4.10
8. Average Consumer/Retail Price in Rural Areas:	\$4.86
9. Average price margin between international and wholesale price in US\$ and % (Line 7 – Line 5=\$; Line 9/Line 5=%) :	\$1.03/34%
10. Average price margin between consumer/retail price and wholesale price in US\$ and % (Line 6 – Line 7=\$; Line 10/Line 7=%) :	\$0.18/4%
11. Average price margin between rural consumer/retail price and consumer retail price in US\$ and % (Line 8 – Line 6=\$; Line 11/Line 6=%) :	\$0.58/14%
12. Key factors affecting market price (cost of transportation, scarcity, impropriety such as hoarding, market demand, etc):	Inadequate storage facilities, GoL Tax (\$0.25/Gal), Sale Tax (\$0.20/Gal), LPRC Charges (\$0.20/Gal), Port Charges (\$0.02/Gal) and Evaportaion (\$0.05/Gal).
Place	
13. International Suppliers:	Addax Energy, Total Outre Mer, Total Liberia, Arkoil
14. Origins of Shipments:	Ivory Coast, France, Spain and Offshore Lome

15. Importers:	West Oil Investment Company, Monrovia Oil Trading Corporation, Aminata & Sons, SRIMEX, Lib-Afric, NP (Liberia) Limited, Total Liberia Incorporated, CONEX Petroleum Services, Petro-Trade, National Petroleum (NP) & Liberia Petroleum (LP)
16. Wholesalers:	West Oil Investment Company, Monrovia Oil Trading Corporation, Aminata & Sons, SRIMEX, Lib-Afric, NP (Liberia) Limited, Total Liberia Incorporated, CONEX Petroleum Services, Petro-Trade, National Petroleum (NP) & Liberia Petroleum (LP)
17. Major Retailers:	Total Services stations, Aminata & Sons Services Stations, Super Petroleum Services Stations, National Petroleum Services Stations, Lib-Afric Service Stations, Don-Kan, PMS, Hi-Octane, IGS, Kailondo Service Stations, etc.
18. Primary Channels of Distribution to Consumers:	Importer→Distributor and Retailers → End-users
Promotion	
19. International Brand Names:	Regular Unleaded Gasoline
20. Local Trademark Registration:	N/A
21. Brand Promotion Media Channels (Billboards, Radio, Television, Community Outreach, Publications, etc.):	N/A
22. Promotions challenges and issues:	N/A
Policy	
23. International Governing Laws and Policies and ISO Requirements where applicable:	LPRC specification in line with West African Regions.
24. National governing laws and policies and national standards requirements where applicable:	In July 1989, the National Legislature approved an act granting LPRC exclusive right over importation, sales and distribution of petroleum products within the Republic of Liberia.
25. Key policy issues:	Based on the 1989 Act, all persons, or business establishment wishing to import petroleum products must meet LPRC's import licensing requirement and US\$27,500.00 annual non-refundable license fee.
26. Sector Oversight Ministries and Agencies:	Land, Mines & Energy Ministry
People	
26. Consumer Profile – (a) Primary Consumer (ie. Women, children, youth, men), (b) Education Level (c) Average	N/A

Age, (d) Regional Distribution:	
27. Consumer Awareness and Protection Issues:	N/A
References	
28. Reference citations for materials used for this report:	Ministry of Commerce and Industry and Liberia Petroleum Refinery Company (LPRC).
Credits	
29. Report Authors:	Director Steve Flahn-Paye, Senior Price Analyst Stephen Zaizay, Database Analyst Tony Baccus Matthews, Momodu Corneh (Price Analyst on Petroleum Products and Aaron Wheagar (Deputy Managing Director -LPRC).