



With us you are Number One

**ENGEN**

# NEF Fuel Expo

NEF Offices 187 Rivonia Road  
19 March 2016  
Presenter: Ms Refilwe Mokoto

# TOPICS

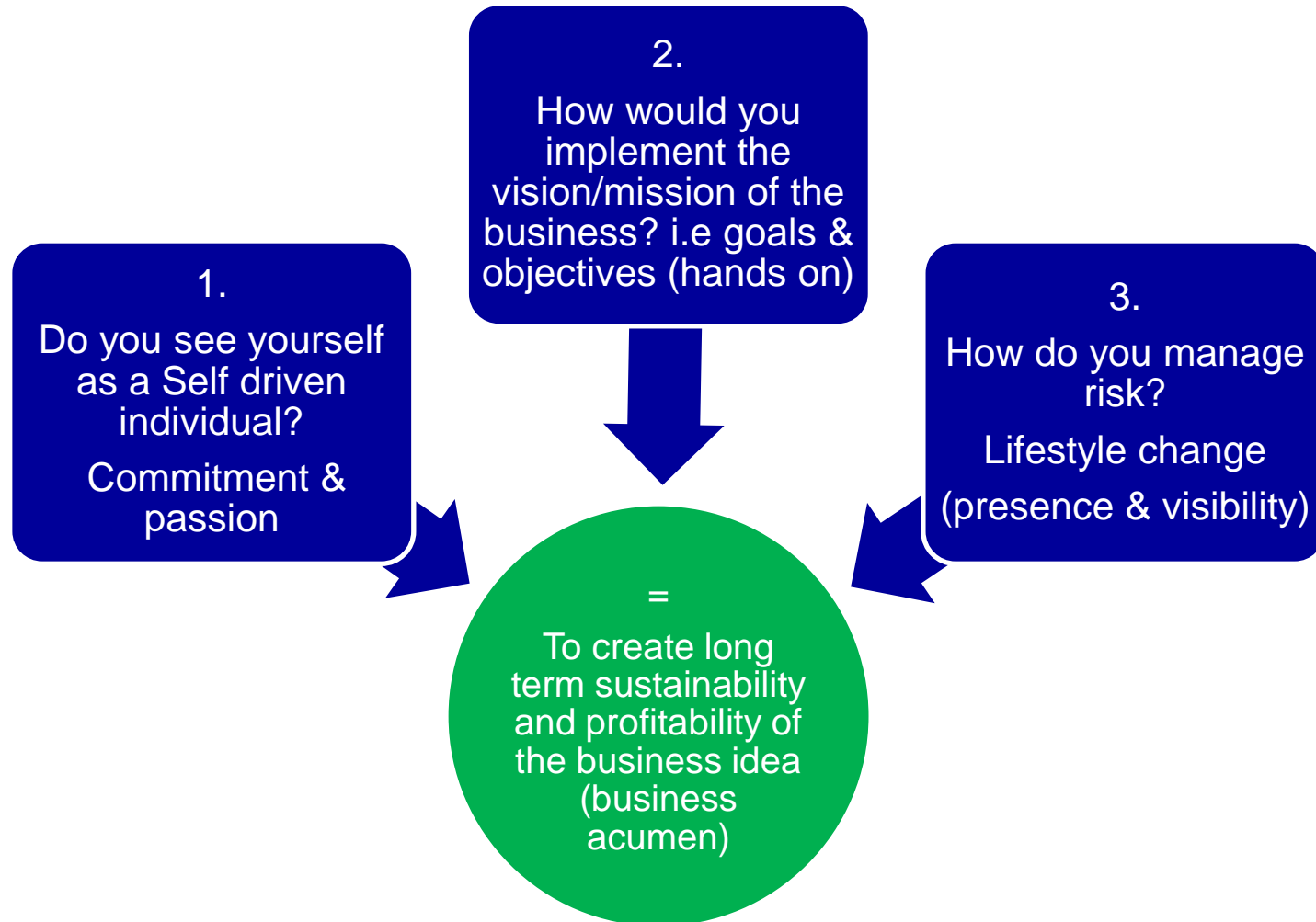


1. Marketing Strategies
2. Service Station Opportunity

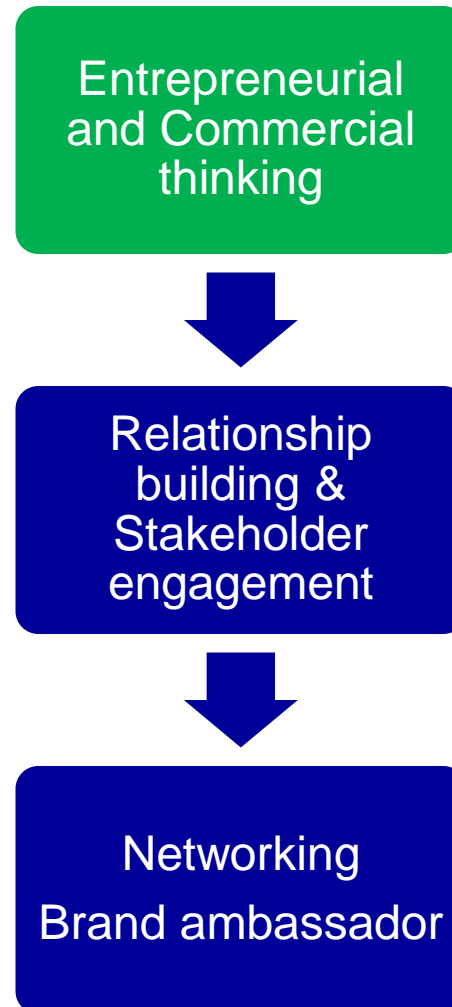


- Key Initiatives:
- We are 1<sup>st</sup>:
  - Oil Company to sign the **Liquid Fuels Charter (LFC)**
  - Oil Company to sign an exclusive deal with **Woolworths**
  - sign an agreement with **NEF** to finance new BEE entrants
- **Incubation Centre in Durban in partnership with Raizcorp**

# What makes 'You' an Entrepreneur?

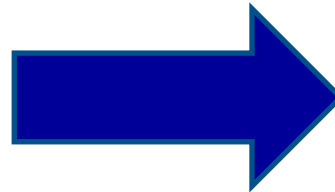


# Entrepreneur Key Competencies



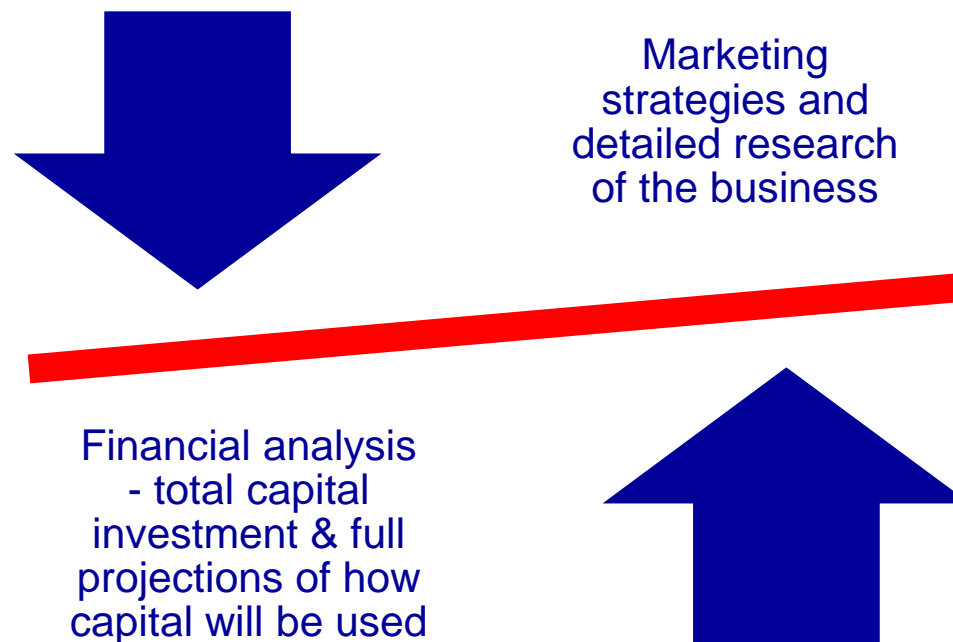
# Entrepreneur Character

- Mindset change
- 'Business unusual'



# Business Plan proposal

- **Key requisites:**
- **RAS** – crucial for Retailer to understand model and its impact to business operations



# Service Station Opportunity



- New or Existing Sites
  - Register personal or Company information on website
    - Complete the authorisation to conduct applicant credit check
    - Tick email/sms option to receive notifications on sites on sale
    - Own or unencumbered contribution critical on application form
  - Regularly update information– esp email or contact telephone number
- Recruitment & transformation initiatives – prioritises Women.



# Online Application Access



- **Company information:** [www.engen.co.za](http://www.engen.co.za)
  - Products and Services
    - Retail tab
      - How to become a Franchisee
- Enquiries to:
  - [Refilwe.mokoto@engenoil.com](mailto:Refilwe.mokoto@engenoil.com)
  - [Malik.jasson@engenoil.com](mailto:Malik.jasson@engenoil.com)

# Thank you

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