About us

• BPSA is a South African subsidiary of the BP Group, a diverse resources group with a portfolio of investments in refining, blending and wholesaling (reselling) fuel and derivative products.

• BPSA is a petroleum company operating within South Africa and across most of the African continent offering petroleum products through its retail network and resellers; Liquid Petroleum Gas (LPG); lubricants (through its Castrol brand) and fuel to the aviation industry (i.e. commercial, general and military) and marine.
About us

• BP is one of the world's largest energy companies and has been operating in Africa for over 100 years.

• BP Southern Africa (BPSA) employs more than 1 000 people with main centres of employment in Johannesburg, Maputo, Durban and Cape Town.

• The company's retail network is enhanced by a number of 24-hour BP Express convenience stores, some featuring the Wild Bean Café coffee outlet and PnP Express.

• Furthermore, BPSA and Pick n Pay (one of Africa’s largest and most consistently successful retailers of food, general merchandise and clothing) signed a formal agreement in April 2012 for 120 BP Express stores to be converted to Pick n Pay Express stores over the next five years.
A Big Player

• BP Southern Africa (BPSA) has over 500 fuel retail sites operated by a dealer network

• **Channel of Trade varies from**
  - Retailer Owned Retailer Operated
  - Company Owned Retailer Operation
  - Company Leased Retailer Operated
Top brand

• BP has been rated **Number 1 in the Fuel Provider category of the 2013 ICON Brand**

• Rated 2\textsuperscript{nd} place in Garage Convenience Shop Category

• Rated as one of the top companies by Top Companies Reputation Index - most reputable businesses in SA.

• Sunday Times Generation Next – Ranked 4\textsuperscript{th} overall as coolest Petrol station and 2\textsuperscript{nd} with young adults

• 2013 Orange Index in Service Excellence – Top 3
• The “added-value businesses” such as convenience shops and car-wash facilities are examples of profitability growth in response to market demand, offered by the BP Franchise.

• As an ambitious franchisee, you will be managing and building a business of your own while relying on the expertise, training programs and operational support from the BP Franchise network, one of the leading players in South Africa.

• Our productive win-win working relationship will be built on trust, co-operation, dedication and teamwork - in short, a true business partnership, which will lead to the financial rewards for both parties.
Franchise benefits

• There are some of the main benefits offered to a prospective franchisee:

• Regular contact with and assistance from a well-trained and qualified business manager

• Comprehensive operating manuals for total business management

• Regular BP brand advertising and campaign

• Incentive schemes and productive network conferences

• Regular business reviews, including a branded customer service performance evaluation programme
Franchise benefits

• Formal training programs for franchisees and site staff with follow-up evaluation and feedback

• Networking opportunities to meet with BP management and other franchisees

• Bulk-buying benefits exclusive to franchisees, from both products and services

• Advice and training on health, safety, security and environmental practices Business advice to maximise your turnover and operational efficiency

• Continued contribution by BP towards growing your business through feedback, research, development and regular promotions
What is the Pre-Approved Pool

• BP recognizes that service station opportunities are limited and not always available. So BP maintains a database of Pre-Approved Applicants, for people to register their interest and be considered if and when an opportunity becomes available.

• When a service station business opportunity presents itself, BP will first search the database of pre-approved Applicants to find a suitable match.

• If a suitable Applicant is sourced, he/she will be requested to match the required asking price and compile a business plan and present it to the panel.
How to apply

• All applicants must complete in full a standard BP Franchise/Dealership application form

Mandatory supporting documents

• Fully complete a standard application form
• Submit a detailed business plan
• Submit a signed Offer to Purchase.
• ID copies for all shareholders
• Company registration documents
Funding

• The BPSA/NEF ED Fund will be used to jointly fund and empower sustainable B-BBEE enterprises, including specifically targeting women owned and managed enterprises, to cater for the growing need of B-BBEE participation and dealer transformation within BPSA’s retail and franchise environment.

• The NEF will provide funding and technical expertise to structure, design, promote and apply the NEF’s existing mentoring; coaching and business support services to enable B-BBEE beneficiaries that have been selected and approved by the NEF and BPSA to acquire (and operate) BP Service Stations.
Funding

Beneficiaries of BPSA NEF ED Fund

• EMEs or QSEs, which are 50% (Fifty Percent) or more Black-owned or Black-women owned; or an entity of any size of turnover, which is 50% (Fifty Percent) or more Black-owned or Black-women owned; or

• an entity of any size of turnover, which is 25% (Twenty Five Percent) or more Black-owned or Black-women
BP is committed to the empowerment of Historically Disadvantaged South Africans as catered for in the South African Petroleum and Liquid Fuels Industry charter, and in this regard will always give preference to such individuals.
How to contact us

For more information on becoming a franchisee, please visit our website: www.bp.co.za/ franchising or write to:

The Retail Business Partnership Manager

PO Box 1554 Johannesburg 2000

Tel: (011) 488 5203/5730

Or email: pinky.mokoena2@za.bp.com