

INJENA AFRICA (PTY) LIMITED



BRIEF PROFILE (SOUTH AFRICA)



CONTENT



1

COMPANY INFORMATION

2

DOWNSTREAM BUSINESS STRUCTURE

3

HUMAN RESOURCE STRUCTURE & TRAINING

4

CONTACT DETAILS

1.

COMPANY INFORMATION



1.1. COMPANY INFORMATION



Incorporation

- **INCORPORATED ON 26/01/ 2016 AS A PRIVATE LIMITED LIABILITY COMPANY IN THE REPUBLIC OF SOUTH AFRICA.**
- **CERTIFICATE OF REGISTRATION NUMBER: 2016/026572/07**

Registered Offices

- **66 SKILPAD ROAD, MONUMENT PARK, PRETORIA 0181, GAUTENG, SOUTH AFRICA**

Licenses

- **WHOLESALE LICENSE NUMBER: W/2017/0073 ISSUED BY DEPARTMENT OF ENERGY**
- **REGISTERED AS SUPPLIER WITH CENTRAL TREASURY/GOVERNMENT: NO. MAAA0340977**

1.2. BUSINESS OWNERSHIP



SHAREHOLDERS

- **ROBERT MBALE**
- **NTOMBI SKOSANA VD MERWE**
- **SHIRLEY BAHULA-ERMIAS**
- **SANDRESS LWAZI**

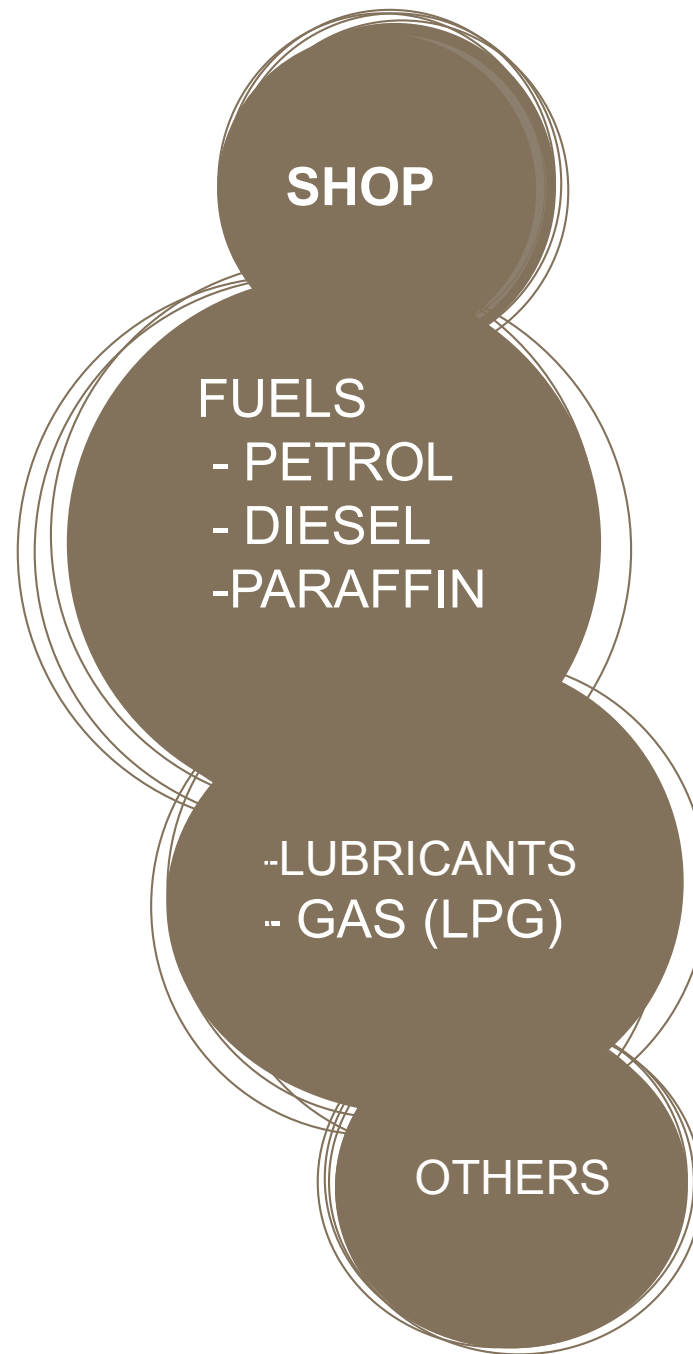
DIRECTORS

- **ROBERT MBALE - EXECUTIVE CHAIRMAN & CEO**
- **SANDRESS LWAZI. - EXECUTIVE (COO)**
- **NTOMBI SKOSANA VD MERWE – NON EXECUTIVE**
- **SHIRLEY BAHULA-ERMIAS - NON EXECUTIVE**

SENIOR MANAGEMENT

- **ROBERT MBALE - CHIEF EXECUTIVE OFFICER**
- **SANDRESS LWAZI – CHIEF OPERATING OFFICER**

1.3. DOWNSTREAM PRODUCTS



1.4. VISION AND MISSION



VISION

- TO BE THE FIRST CHOICE PETROLEUM BRAND IN SOUTH AFRICA AND A MAJOR PLAYER IN SUB SAHARAN AFRICA

MISSION

- PROFESSIONAL MARKETING AND DISTRIBUTION OF PETROLEUM PRODUCTS THROUGH OUR INTEGRATED OPERATIONS WITH THE PASSION TO CONTINUOUSLY IMPROVE THE ECONOMICAL VALUE OF OUR STAKEHOLDERS.

MARKETING SLOGAN

- “ *FUELING NATIONS* ”

1.5. COMPANY VALUES



COMPANY VALUES

- ***RESPECT, SUPPORT AND VALUE FOR OUR PEOPLE***
- ***GOING AN EXTRA MILE IN MEETING AND EXCEEDING THE EXPECTATIONS OF OUR CLIENTS AND STAKEHOLDERS***
- ***DEMONSTRATING LEADERSHIP AND INTEGRITY (ACCOUNTABILITY AND TRANSPARENCY) IN ALL OUR BUSINESS DEALINGS***

2.

DOWNSTREAM BUSINESS STRUCTURE



1.

- THE FOLLOWING ARE THE INJENA FUEL SUPPLY STRUCTURES IN SHORT, MEDIUM AND LONG TERM

2.

- **SHORT TERM:**
 - GET FUEL FROM WHOLESALERS/RESELLERS WITH NATIONAL PRESENCE
 - USE THEIR DEPOT & TANKER SUPPLY STRUCTURE

3.

- **MEDIUM TERM:**
 - TO HAVE DIRECT SUPPLY WITH LEGIT RESELLERS WHO IMPORT FUELS AND HAVE THE FUEL ON THE NATIONAL GRID.

4.

- **LONG TERM:**
 - BE ABLE TO IMPORT OUR OWN FUELS AND PUT ON THE GRID THROUGH SWAP-UP AGREEMENTS WITH MAJORS
 - TO HAVE SOME SECONDARY STORAGE FACILITES IN-LAND

1.

- INJENA INTENDS TO HIRE FUEL DELIVERY TANKERS FROM SOME THIRD PARTY ENTITIES:
 - TO AVERT CAPITAL OUTLAY ON TANKERS
 - TO ENABLE INJENA FOCUS ON CORE FUEL BUSINESS
 - TO EMPOWER THE HDSA IN LINE WITH INDUSTRY CHARTER

2.

- ALL TANKERS WILL BE BRANDED ACCORDING TO INJENA CORPORATE COLOURS.
- LONG TERM IS TO HAVE ONE OR TWO OWNED BY THE COMPANY TO SUPPLEMENT AND FOR CONTROL PURPOSES.

Local
Delivery
Tanker



1.

- **THE FOLLOWING ARE THE COMMERCIAL BUSINESS STRUCTURES:**

2.

- **1. WHOLESALE OUTLETS/TRUCK STOPS**
 - INSTALL TANKS AND PUMPS IN BUSY MINING/TRUCK ROUTES AND SELLING IN BULK TO FLEET OWNERS ETC

3.

- **2. COMMERCIAL CLIENTS:**
 - INSTALL OR USE CLIENT OWNED TANKS AND PUMPS ON CLIENT PREMISES AND ENTER INTO SUPPLY AGREEMENT
 - COULD BE: MINES/FLEET OWNERS/INDUSTRIAL CLIENTS ETC

4.

- **3. PARAFFIN OUTLETS IN TOWNSHIPS:**
 - INSTALL PARAFFIN OVERHEAD TANKS/FLOWMETERS IN TOWNSHIPS
 - HAVE LDV TO BUY AND RESELL TO HOUSEHOLDS AT RETAIL PRICES.

2.3.1. SAMPLE COMMERCIAL INSTALLATION



THESE COULD BE UNDERGROUND OR ABOVE GROUND INSTALLATIONS

1.

- **ALREADY PUMPING RETAIL OUTLETS:**
 - PURCHASE EVERYTHING AND REBRAND INTO INJENA
 - LEASE ON LONG TERM AND REBRAND INTO INJENA

2.

- **NON PUMPING WHITE SITES:**
 - BUY OR LEASE, REBUILD AND REBRAND
 - SECURE ALL LICENSES & COMPLY TO REGULATORY FRAMEWORK

2.4.1. LEVEL 3 AND LEVEL 2 SITES



1.

- TO HAVE FLAGSHIPS IN ALL THE 9 PROVINCES ON THE MAIN NATIONAL ROUTES/ROADS

2.

- THESE WILL BE MAINLY LEVEL 1 OR 2 SITES WITH THE FOLLOWING:
 - BIG SHOPS/ BIG DRIVEWAYS/ BIG CANOPIES
 - FOODCOURTS/ CAR WASHES
 - TRUCK STOPS

3.

- PURPOSE:
 - EXERT BRAND PRESENCE IN PURSUIT TO BEING FIRST CHOICE
 - CONSOLIDATE NATIONAL PRESENCE - SERVE CLIENTS BETTER

2.5.1 LEVEL 1 AND LEVEL 2 SITES



2.6. LUBRICANTS BUSINESS STRUCTURE



1.

- TO HAVE OWN INJENA BRANDED LUBRICANTS:
 - **AUTOMOTIVE LUBRICANTS:**
 - **INDUSTRIAL LUBRICANTS:**

2.

- **MARKET 1**
 - TO SELL THROUGH INJENA RETAIL OUTLETS
 - TO SELL TO INJENA COMMERCIAL/INDUSTRIAL CLIENTS

3.

- **MARKET 2**
 - APPOINT RESELLERS IN EACH PROVINCE TO BE MARKETING SAME
 - PROVIDING TRAINING, MARKETING & TECHNICAL SUPPORT

4.

- **MARKET 3**
 - APPOINT DISTRIBUTORS IN ANY COUNTRY IN SUB SAHARAN AFRICA
 - PROVIDING TRAINING, MARKETING & TECHNICAL SUPPORT

2.6.1 INJENA LUBRICANTS PACKAGING



2.7. LP GAS BUSINESS STRUCTURE



1.

- TO HAVE OWN INJENA BRANDED LIQUIFIED PETROLEUM GAS (LPG):
 - DOMESTIC GASES :
 - **INDUSTRIAL GASES:**

2.

- **MARKET 1**
 - TO SELL THROUGH INJENA RETAIL OUTLETS
 - TO SELL TO INJENA COMMERCIAL/INDUSTRIAL CLIENTS

3.

- **MARKET 2**
 - APPOINT RESELLERS IN EACH PROVINCE TO BE MARKETING INJENA LPG
 - PROVIDING TRAINING, MARKETING & TECHNICAL SUPPORT

2.7.1. LIQUIFIED PETROLEUM GAS (LPG)



3. HUMAN RESOURCE STRUCTURE & TRAINING



1.

- INJENA PLACES HUMAN CAPITAL AS THE MOST VALUABLE AND PRECIOUS ASSET IN THE GROWTH OF THE BUSINESS:

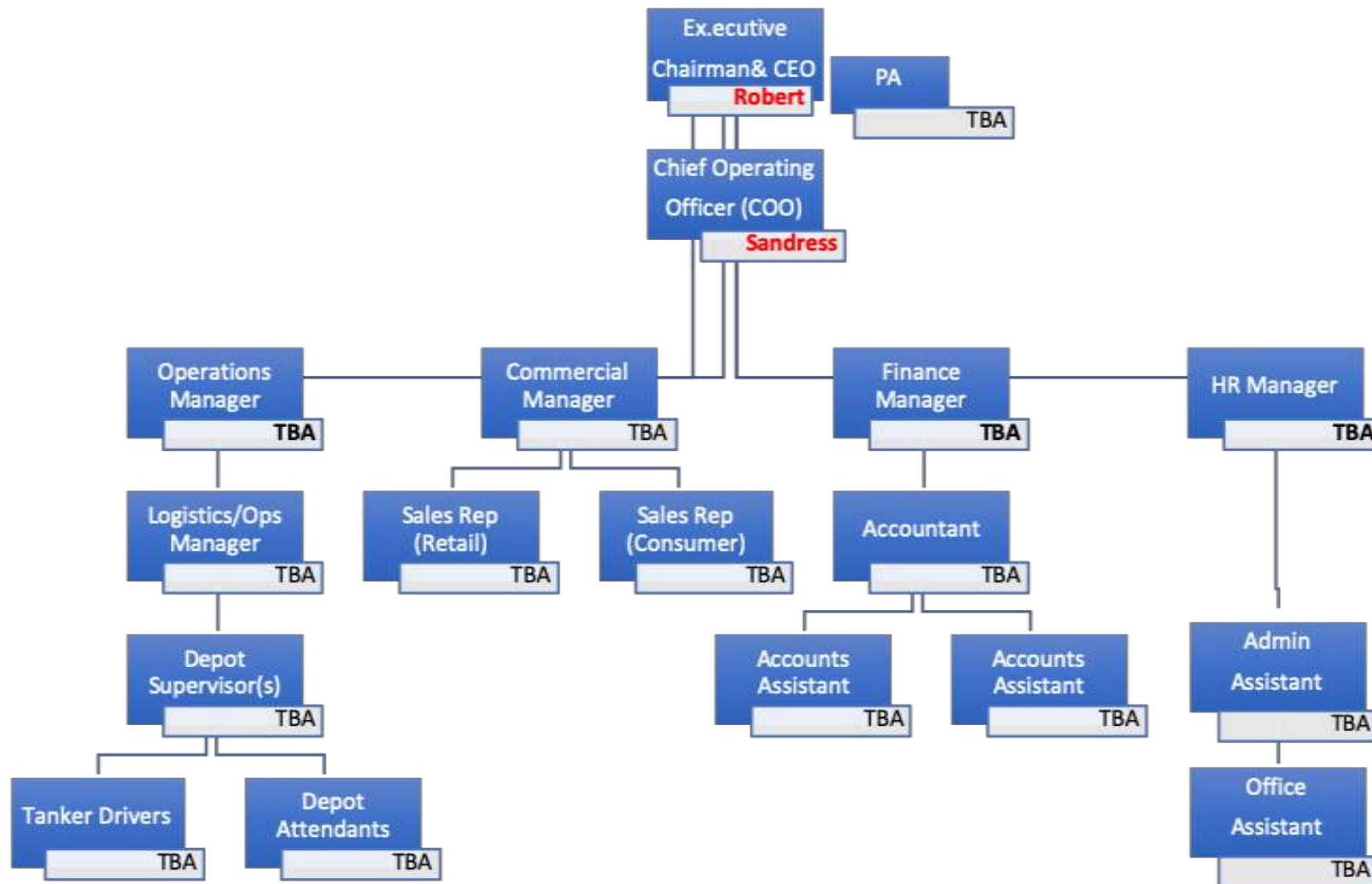
2.

- **INJENA IS AN EQUAL OPPORTUNITY EMPLOYER:**
 - EMPLOYS ANY INDIVIDUAL REGARDLESS OF GENDER, RACE OR FAITH
 - EMPLOYS ANY INDIVIDUAL REGARDLESS OF DISABILITIES
- **TRAINING AND REWARDS**
 - INJENA OFFERS TRAINING TO ALL STAFF (PROFESSIONAL & ACADEMICAL AT ALL LEVELS)
 - INJENA BELIEVES IN MOTIVATING STAFF BY PAYING THEM WELL

3.

- **INDUSTRY CHARTER**
 - HAVE 80%+ OF STAFF AS HISTORICALLY DISADVANTAGED SOUTH AFRICANS (HDSA) AT ALL LEVELS IN COMPLIANCE WITH THE INDUSTRY CHARTER
 - TRANSFER SKILLS AT ALL LEVELS

3.2. STAFF STRUCTURE



1.

- INJENA HAS DEVELOPED THE FOLLOWING MANUALS WHICH WILL BE USED TO TRAIN:
 - HEAD OFFICE AND DEPOT STAFF
 - RETAILERS AND PETROL ATTENDANTS
 - RESELLERS IN LUBRICANTS BUSINESS

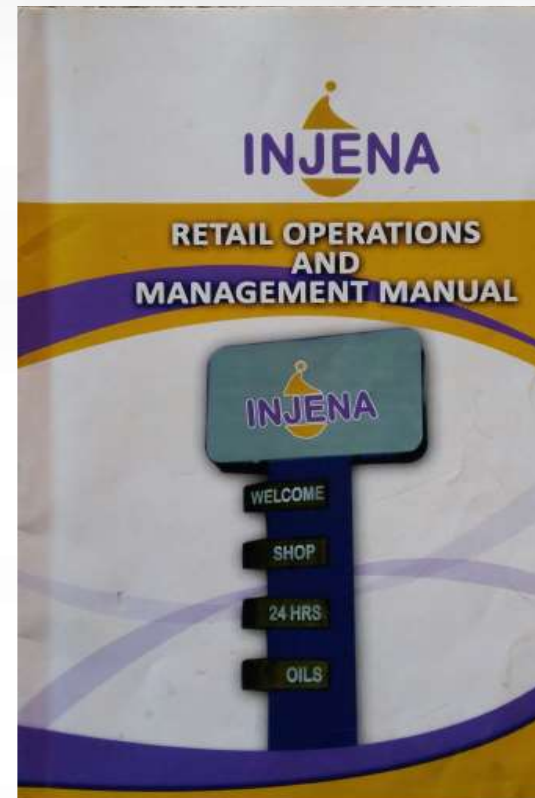
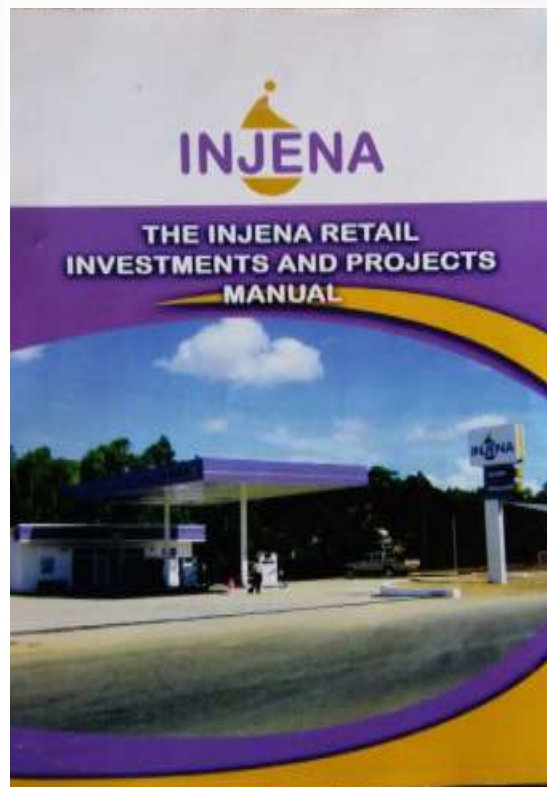
2.

- **LIST OF MANUALS:**
 - RETAIL INVESTMENT AND PROJECTS MANUAL
 - RETAIL OPERATIONS AND MANAGEMENT MANUAL
 - DEPOT OPERATIONS AND EHSS MANUAL
 - FINANCIAL MANAGEMENT MANUAL

3.

- INJENA TO BE ACCREDITED BY SETA TO BE ABLE TO PROVIDE TRAINING TO OTHER INDEPENDENT PLAYERS IN THE FUEL MARKET
 - RETAILERS
 - PETROL ATTENDANTS ETC

3.3.1. SOME INJENA MANUALS



4.

CONTACTS DETAILS



- Chief Executive Officer
- Injena Africa (Pty) Limited
- Plot No. 66 Skilpad Road
- Monument Park
- Pretoria 0181
- South Africa
 - *Telephone: +27 67 956 0000*
 - *Website: www.injenafrica.com*

Contacts



THE END



Thank you