



# PETROFUEL

FUEL @ YOUR DOOR STEP

## MARKET

Petrofuel (Tanzania) Limited (Petrofuel) is a leading Oil Marketing Company incorporated in the United Republic of Tanzania in 2007. Petrofuel is a market leader in bulk and retail distribution of petroleum products across Tanzania, East and Central Africa. The company mainly focuses on imports, warehousing, distribution and marketing of premium quality petroleum products. The main goals of Petrofuel are quality, efficiency and customer satisfaction. Petrofuel continues to record annual turnover upwards of US\$ One Hundred Million making it a giant against its direct competitors. Petrofuel is one of the largest contractual suppliers in Tanzania to mining projects, road projects, construction sites, industries etc. The organisation is catering to more than 850 commercial and 1,500 retail customers across Tanzania. 2017 marks the tenth anniversary of Petrofuel, and its decade of experience in the market has helped in acquiring an extensive expertise in fuel marketing, storing, logistics, haulage and related services which are included in its training programme. Petrofuel was the first company in the region to initiate retail fuel distribution, a first-of-its-kind idea which was an instant success in the market. Since it was incorporated during the period whereby Tanzania was facing a major power crisis, the organisation was able to revive the productivity of various industries by ensuring that an unstable power supply would not hinder their operations.

Petrofuel believes that quality control will bring customer loyalty, so quality of the fuel is ensured at every step and measures are taken to empower the customer to assess the product quality before accepting the product. Every project and all vehicles of Petrofuel are well equipped with quality assessment tools. The organisation conform to their commitment to achieve and maintain quality and reliability for all products and services, through effective implementation, maintenance and continuous improvement of business processes, including, where applicable, Quality Management systems conforming to International Standards. This ensures that Petrofuel continue to strive for operational excellence and consistently meet the requirements of its customers in a competitive and cost effective way.

Petrofuel aspires to triplicate its turnover within the next five to ten years and hopes to achieve this target by opening state-of-the-art retail stations across the country in the upcoming years. Petrofuel, being the current market-leader in retail fuel distribution, expects to strengthen its hold on the position for the years to come.

## ACHIEVEMENTS

Petrofuel was the first legally licensed retail distributor of petroleum products in Tanzania. Petrofuel recently achieved ISO 9001:2015 certification, making it the only ISO certified company conducting retail distribution across East and Central Africa which reaffirms its

commitment to conform to international standards of quality management while adhering to all laws and norms set up by regulatory and non-regulatory authorities. Previously, Petrofuel was ISO 9001:2008 certified.

Petrofuel was the winner of the Tanzanian President's Manufacturer of the Year Award (PMAYA) 2016 in the Large Industries Sector dealing with Energy, Electrical and Electronics. PMAYA is given to the outstanding manufacturers of the preceding year. The Awards are given to companies in small, medium and large manufacturer categories that exhibit a high degree of economic impact.

Petrofuel was the first company of its kind to achieve Superbrands stature, which puts in perspective, the reach of the company. Petrofuel is the only Petroleum Company in Tanzania to receive the Superbrands status two years in a row.

Women empowerment at the workplace is important to nurture equality within the society and currently Petrofuel employs 50% females in top management and 45% females in middle and lower management.

Petrofuel strives in empowering local aboriginal employees who have little or no knowledge of the industry and improving their intellectual capital by providing various training activities (over 500 local employees both direct and indirect).

Various CSR activities are conducted by Petrofuel in conjunction with regulatory bodies and otherwise.



PETROFUEL has donated water tanks to many low-income communities across the nation for storage of clean water, which is a basic necessity.

Education grants are given to those in need in order to prosper. These grants are given to students of all ages and at all levels of education from primary to tertiary level.

Petrofuel holds a strong stand against cruelty towards Albinism. The company is combating cruelty against Albinos in Tanzania in conjunction with the concerned Member of Parliament holding a special seat exclusively for the welfare of Albinos.

Various orphanages and centres for the less privileged in Tanzania have been adopted by Petrofuel as a commitment towards giving back to society.

## HISTORY

Petrofuel was founded in 2007. Satish Kumar is the Managing Partner and CEO and the campaign "Fuel @ Your Doorstep," was his brainchild and creation. He is an expert with vast experience of the petroleum business in the East African market. His rich experience, exemplary customer relations, unbeatable customer care and dedicated after sales services are well known and whole heartedly admired by all in East African region.

Since Fuel @ Your Doorstep was a new concept, it was a challenge to gain acceptance from customers as well as regulatory bodies. There were many safety and security challenges in relation with the retail distribution as never before had vehicles filled with fuel gone around the city conducting deliveries.

Making timely deliveries within Dar es Salaam was a major challenge due to the traffic, theft and safety concerns.

Today Petrofuel is the largest retail distributor of petroleum products in Tanzania and is the most trusted brand among hospitals, schools, banks, NGOs, Government institutions, property managers, super markets, telecommunications companies, real estate developers, manufacturing units and other offices.

Petrofuel has been the largest retail distribution company in Tanzania for 10 years running (based on EWURA report). Petrofuel is one of the very few petroleum companies in Tanzania to have recorded a steady growth over the past 10 years.

## PRODUCT

Petrofuel supplies all white petroleum products such as:

- AGO (Automotive Gas Oil - Diesel)
- PMS (Premium Motor Spirit - Petrol)



- IK (Illuminated Kerosene)
- Jet - A1
- HFO (Heavy Fuel Oil)
- IDO (Industrial Diesel Oil)

## RECENT DEVELOPMENTS

Petrofuel has opened its depot in Arusha in order to service the growing demands of its customers across the nation. They plan to construct and operate depots in strategic locations across the country to capture the market entirely.

Petrofuel is currently implementing the first phase of the "Station per Region" programme. Whereby, Petrofuel will construct and operate at least one state-of-the-art fuel service station in each region in Tanzania.

Newly launched "Plug and Play" channel mounted tank in Tanzania is a first-of-its-kind innovation in the market is brought to its clients by Petrofuel. The tank and pump is mounted on a single frame which makes it easier to transport. Using it is even simpler because all you will need is a flat surface on which you can place the tank and immediately start dispensing fuel making it easier for storing and handling products in high-risk, inaccessible areas.

## PROMOTION

### Retail Trucks

The branded trucks conducting retail and bulk delivery across the nation provides the company with maximum exposure.

### Word-of-mouth

Petrofuel's service quality and commitment towards the customers have been wholeheartedly accepted by its client base thereby making references through word-of-mouth their strongest marketing tool

### Print Media

Petrofuel advertises itself on various print Medias. Banners, fliers, branded vehicles and various

regional, national and international magazines.

### Promoting Sports and Arts activities

Petrofuel is an active promoter of various sports and arts activities across the nation.

### CSR

Clean-water for communities within Dar es Salaam (provided water tanks for storing drinking water)

Education grants to the needy (students who wish to study but cannot



afford to do so are given grants).

Combating cruelty against Albinos in Tanzania in conjunction with the concerned Member of Parliament holding a special seat exclusively for the welfare of Albinos.

Various Orphanages in Tanzania have been adopted by Petrofuel.

## BRAND VALUES

"Fuel @ your doorstep." It is a promise by Petrofuel and a commitment to its bulk and retail clients.

Quality, efficiency and customer satisfaction is always ensured.

Petrofuel operates a 24-hour hotline to order fuel. Thereby being able to meet and satisfy most emergency situations.

Daily product testing is done to ensure quality of products delivered. Clients are also trained on this exercise so that they may test the product on delivery.

[www.petrofuel.co.tz](http://www.petrofuel.co.tz)

## Things you didn't know about PETROFUEL

- Petrofuel started operations in 2007 making this year their 10th Anniversary.
- Petrofuel is the only Petroleum Company in Tanzania to receive the SUPERBRANDS status two years in a row.
- Petrofuel was the first legally licensed company to introduce retail delivery of fuel across the country. An idea that is currently being adopted by its competitors.
- Petrofuel revived operations of many industries during the major power crisis during 2010 by ensuring that no shut-downs occurred due to lack of electricity.
- Petrofuel is one of the very few companies that has been recording steady growth over the past 10 years.
- Petrofuel has recently acquired land to build storage and handling facility, which will have a capacity of 30 million litres of fuel.
- Petrofuel hopes to change its existing facility to a retail distribution hub, which is also a first-of-its-kind idea. This will assist in maximising efficiency, as the facility will be solely used for retail operations.
- Petrofuel emphasises on women empowerment at the workplace paving way to a brighter future by hindering inequality at the workplace.
- Petrofuel gives back 10% of its yearly earnings to the community via various CSR activities as a commitment towards its community.

