INTRODUCTION

Sasol is an international integrated chemicals and energy company that leverages technologies and the expertise of our 30 300 people working in 33 countries. We develop and commercialise technologies, and build and operate world-scale facilities to produce a range of high-value product streams, including liquid fuels, chemicals and low-carbon electricity.

The Energy Strategic Business Unit is a subsidiary of the Sasol Group of companies. The Energy Business markets and sells liquid fuels, pipeline gas, and electricity in South Africa. We supply about a quarter of South Africa’s inland liquid fuels requirements. In addition, Sasol Energy develops, implements, and manages gas-to-liquid (GTL) business ventures internationally.

Sasol Energy entered the South African fuel retail market in 2004 to sell through our own retail network based on our proprietary technology.

OUR VISION

To grow profitably, sustainably and inclusively, while delivering value to shareholders through technology and the talent of our people in the energy and chemical markets in Southern Africa and worldwide.

OUR VALUES

At Sasol, we define ourselves, our behaviour and our decisions by a set of shared values. They determine the way in which we deliver results, interpret and respond to risks, business opportunities and challenges and how we strive to manage the business.
THE SASOL MODEL

Sasol Energy refers to its franchise outlets as Sasol Convenience Centres (SCCs). Each SCC forecourt sells petrol, diesel, and engine oils; as well as offering a 24-hour convenience store stocking a wide range of consumer goods, including bread, milk, newspapers and confectionery products.

Each SCC comprises of at least three separate business units: a forecourt, a convenience store and a bakery. A quick-service restaurant may be added under certain conditions. All business units are required to adhere to individual standards for methods of operation, service levels, management, profitability and continuous training of staff. Most importantly, each unit is regarded as an individual profit centre, and may not be run at a loss and offset by the other units. After extensive market research, Sasol determines which business units are suitable for the particular site.

Sasol supports franchisees by providing intensive training to ensure that each franchise meets its financial expectations, and that the franchise system standards are understood and, importantly, adhered to.

WHAT ARE THE BENEFITS OF BEING A SASOL FRANCHISEE?

The SCC provides a business opportunity on a business format franchise basis.

Our franchisees receive a number of important benefits directed at ensuring success and gaining a competitive edge in the marketplace:

- Although the franchisee starts a new business, with the Sasol brand he or she will already have a loyal following,
- The franchisee retains some level of independent ownership on an operational level and with regard to operations, while being able to rely on the support of Sasol.

In particular, a Sasol franchise presents:

- An established and credible brand,
- A complete business package, with step-by-step instructions on the start up and running of a franchise, together with the required systems and procedures for effective management and control.
HOW TO BECOME A MEMBER OF THE SASOL FAMILY

SCCs are made available to qualifying individuals who have potential to become a franchisee. A thorough and transparent process is followed to recruit eligible candidates.

Sasol advertises available sites on the Sasol website at www.sasol.com/franchising/franchise-opportunities.

WHAT ARE THE COSTS OF A SASOL CONVENIENCE CENTRE?

The total amount of investment required by a prospective franchisee to operate a service station differs from site to site. Successful candidates will be required to have at least 20% to 60% unencumbered cash of the total capital required for investment. Sasol does not provide financial assistance; a reputable financial institution should be approached by the prospective franchisee to obtain a loan for funding, should this be required.

Application Process

Selection Criteria

A Sasol Franchisee is required to demonstrate the following attributes:

Sasol supports the BEE Code of Good Practice as prescribed in the Liquid Fuels Charter and is committed to achieving its BEE aspirations. In line with Sasol’s commitment to Employment Equity, preference will be given to Historically Disadvantaged South Africans.
CONTACTS

For enquiries related to Franchise opportunities, please contact our Contact Centre on 0860 335 444.

Visit us at www.sasol.com/franchising