

# BECOMING SA'S FAVOURITE FORECOURT RETAILER



**Andrew Molefe**  
– Shell Service Station Owner

Building a network that is representative of who we are.



At Shell SA, we see ourselves as partners to those on whom our business depends. Therefore, we believe we have an essential role to play in helping them realise their goals and ambitions.

Andrew Molefe has been a part of the Shell SA family for more than three decades. Having started as a petrol attendant, he rose through the ranks because of his inspiring, 'can do' attitude - today, he owns a service station in Kagiso, a township in the Krugersdorp area in which he grew up.

"Shell identified me as a potential retailer and then placed me in its transformation programme to train me," he explains, "It was something new - being a retailer. It wasn't like being a site manager, and there were many challenges along the way, but Shell provided me with all the support I needed".

Andrew is a beneficiary of the Retailer Transformation initiative. As with most franchises, the primary requirements for a Shell franchise are money to make a purchase and the determination to make a substantial financial investment work. Shell, however, as part of its commitment to broadening franchise ownership, has taken an approach to franchising designed to facilitate purchases and the appointment of retailers.

Explains Hloniphizwe Mtolo, the Shell SA Country Chair and Retail GM: "We play a big role in terms of enterprise development, developing entrepreneurs and developing the communities in which we do business. How we involve these communities in our activities is of great importance to us."

The company does not stipulate the minimum amount required for an individual to contribute towards a franchise purchase. It relies instead on assessing skills, experience and the presentation of a thorough business plan.

Shell SA has established agreements with funding partners to consider financing applications from entrepreneurs wishing to enter the competitive fuel franchise business. Both actively promote black ownership.

In addition to these financial avenues, Shell's Business Operations team supports new retailers for five years from the day that he or she moves on site. Once a candidate is appointed, Shell offers a retailer training programme.

Andrew's story is but one example of the impact our efforts have had on the lives of real people. And, says his daughter, Angelique Molefe, the success Andrew has enjoyed now serves as an inspiration for others in his community.

"A lot of companies overlook their people on the ground. What happened to my father through the Shell initiative has inspired people who work at the garage that he owns. They can see that if you are diligent in your job and willing to work hard, Shell is willing to reward you," she says, "A lot of people look up to my father because of how he has progressed through the ranks. He went from a petrol attendant to working inside, to being a manager and it is inspiring to see someone start right at the bottom and make their way up to the top".

