1. Introduction

Shell is a global group of energy and petrochemical companies. Our aim is to meet the energy needs of society, in ways that are economically, socially and environmentally viable, now and in the future. Shell has been active in South Africa for over 110 years.

Shell has played an important role in the country, not only as a premier oil company, but also as a committed corporate citizen and change agent.

We have a nationwide Retail network of strategically located service stations, offering our customers a variety of fuels products, as well as friendly service and convenience retailing.

Shell is committed to the empowerment of Historically Disadvantaged South Africans and in this regard preference will always be given to such individuals.
2. What Are Our Values as Shell?

Our core values of Honesty, Integrity and Respect for people form the basis of the Shell General Business Principles. We believe in the fundamental importance of trust, openness, teamwork, professionalism and pride in what we do.

In Shell’s commitment and policy on Health, Security, Safety, the Environment (HSSE) and Social Performance (SP) we are committed to:

i. Pursue the goal of no harm to people;
ii. Protect the environment;
iii. Use material and energy efficiently to provide our products and services;
iv. Respect our neighbours and contribute to the societies in which we operate;
v. Develop energy resources, products and services consistent with these aims;
vi. Publicly report on our performance;
vii. Play a leading role in promoting best practice in our industries;
viii. Manage HSSE & SP matters as any other critical business activity; and
ix. Promote a culture in which all Shell employees share this commitment.

In this way we aim to have an HSSE & SP performance we can be proud of, to earn the confidence of customers, shareholders and society at large, to be a good neighbour and to contribute to sustainable development.
As a Retailer, you will be required to possess the necessary professional skills, business understanding and knowledge, enthusiasm and demonstrate commitment. Shell, in return will provide the following support to help grow your business:

- Ongoing support and guidance provided to achieve Goal Zero (ensure safe operations on site – no harm to people and no leaks to the environment)
- Use of Shell company-owned premises and equipment at site in accordance with Shell standards
- Maintenance of specified items as per the Franchise Agreement
- Supply of Main Grade fuel designed using superior technology for fuel economy
- Supply of Premium Shell V-Power Nitro+ Fuels for added performance
- Supply of Shell Helix Lubricants
- Retail Visual Identity (Signage and Branding)
- Stock on consignment and vendor managed inventory to ensure sufficient stock levels
- Offer Global Site System solutions for real time updates to assist in managing your business
- Regular training of Quality Marshall/Forecourt Supervisors on both foundation and advanced courses
- Participation in Fuels and Lubricants Marketing campaigns
- Convenience Retail Offers:
  - Shell Select and Shell Shop (subject to viability) including category management, consultation on optimal layout and merchandising standards, promotional campaign materials and applicable supplier discounts
  - Quick Service Restaurant(s) (fast food) and a Coffee offer (both subject to viability)
- Regular Territory Manager site visits for guidance on business requirements and assistance in optimising profitability
- Access to the Customer Service Centre for assistance on various queries and internal website access for online viewing of deliveries, billing information and updates on important information
- Responsible business partner through company commitment to clean fuels strategy and sustainable development
- Association with Shell technical partner Scuderia Ferrari

3. What is the Deal?
4. Do You Want to be Part of a World-Class Team?

Are you:

- A Safety Leader
- A Shell Ambassador
- Ambitious
- A Person with business-acumen

who can take the business to great heights

5. How do I Apply for a Shell Franchise?

Submit online application form → Informal interview sessions → Credit vetting with supporting documents → Site Visit → Written Examination → Successful candidates retained on database

The application form access on: www.shell.com/zaf/franchiseopportunity

Successful candidates will be retained on Shell’s Recruitment Database and will be notified when a suitable Shell Service Station becomes available wherein the Retailer appointment process will commence. Successful Candidates will be required to have at least 10% unencumbered cash of the total capital required for investment. Financial institutions can be approached to obtain a loan for funding.
6. What am I Expected to Pay for the Shell Franchise?

Shell does daily billing on fuels and Convenience Retailing. All other fees are payable on a monthly basis: These fees include fuel rentals, Shell Select and Shop turnover rental, Quick Service Restaurant, etc.

Shell requires insurance on assets as detailed in the Shell Franchise Agreement and may require security in the form of a business guarantee in some cases, upfront.

7. Supporting Your Success

Our excellent training will ensure you have the skills you need to succeed. Initially, you’ll receive an induction course plus 4 weeks’ supervised work experience at a Shell service station. As you progress, we’ll develop your abilities through a series of tailored training events.

8. Next Steps

Now you’ve got an impression of what’s on offer, here’s what to do next. Just submit your online application form. If you have the kind of background and skills we seek we will invite you to meet us and discuss the details in person.

For enquiries related to Shell Franchise opportunities please contact our Customer Service Centre on 0860 142 245  Website: [www.shell.com/zaf/franchiseopportunity](http://www.shell.com/zaf/franchiseopportunity)