



## Skills Development and Enterprise & Supplier Development

07 March 2025



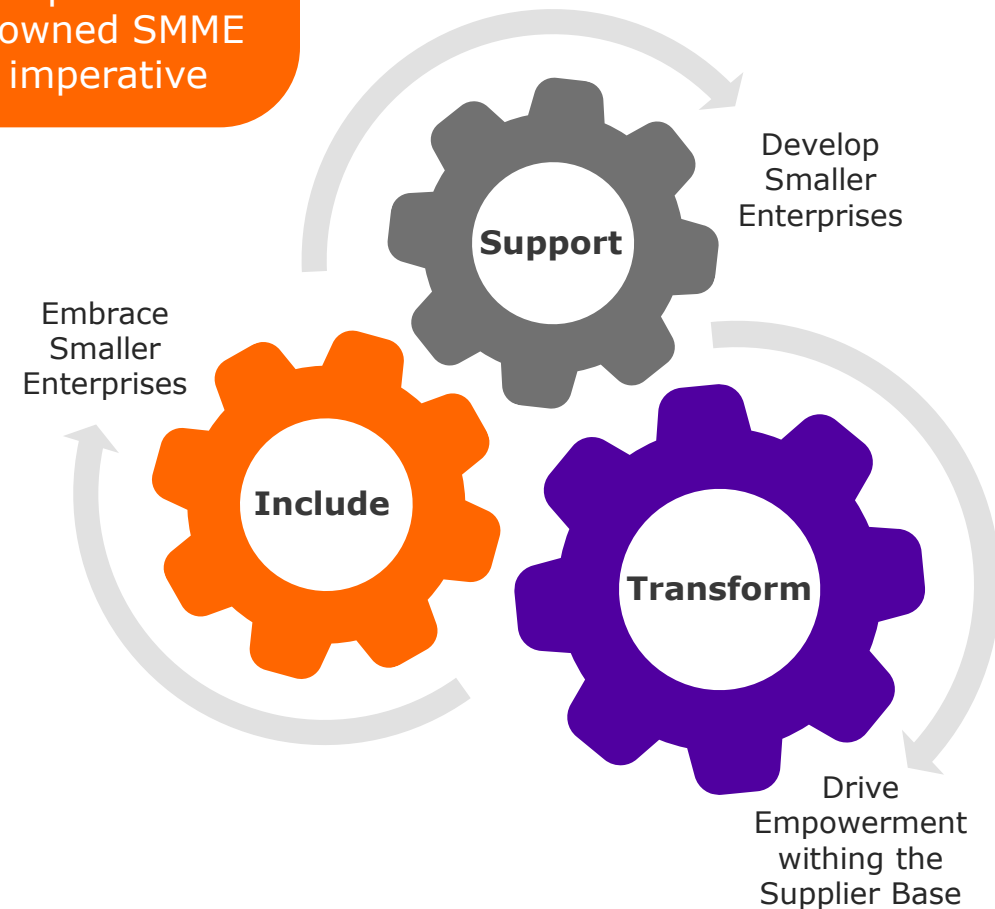
# Introduction and Context

## Challenges faced by South African Black-owned SMMEs

### The 5 most critical challenges of black-owned SMMEs

- **Access to Finance**  
Limited access to capital and high-interest rates make it difficult for black-owned SMMEs to scale, invest in technology, or manage operational costs.
- **Lack of Business Skills and Expertise**  
Many black entrepreneurs lack access to essential business training and mentorship, hindering their ability to effectively manage finances, strategy, and operations.
- **Market Access and Limited Networks**  
Black-owned businesses often face exclusion from major supply chains and lack the networks needed to access new markets, limiting growth and business opportunities.
- **Regulatory and Compliance Challenges**  
Navigating complex regulations and compliance requirements is difficult for small businesses, and the associated costs can be prohibitive for emerging enterprises.
- **Inadequate Infrastructure**  
Limited access to modern technology, digital platforms, and poor logistics infrastructure increases operational costs and prevents black-owned SMMEs from competing effectively in the market.

Astron Energy's response and support to black-owned SMME Transformation imperative



# Astron Energy Enterprise and Supplier Development (ESD) Vision and Mission



## OBJECTIVE

To foster sustainable growth and enhance capabilities by integrating emerging black-owned EMEs and QSEs into the Astron Energy's value chain. This will support economic transformation while ensuring compliance with Transformation legislative standards through measurable, sustainable, and impactful initiatives in Procurement, Enterprise, and Supplier Development.

## VISION

To create a robust and inclusive supply chain that supports the inclusion and growth of emerging businesses, fosters innovation, and drives socio-economic development by empowering qualifying SMMEs.

## MISSION

To implement a comprehensive Enterprise and Supplier Development program that focuses on capacity building, mentorship, collaboration, financial and non-financial support, ensuring long-term sustainability and integration of beneficiaries into the broader economy.

Enhance Astron Energy's competitiveness, growth plans as well as license to operate.

Ensure alignment and preparedness for changes in the legislative framework.

Balance commercial objectives with developmental objectives.

Ensure continuous improvement and cost optimisation.

# ESD Approach & Criteria for Astron Energy Support



## How to qualify for Astron Energy's ESD support

### Businesses must meet the following criteria

- At least **51% black-owned** (direct ownership), with **30% black woman** ownership.
- Annual **turnover of less than R50 million**.
- Valid B-BBEE affidavit or certificate, indicating the entity is an Exempted Micro Enterprise (EME) or Qualifying Small Enterprise (QSE), with relevant supporting documents.

### AE Preferred ESD Support

Astron Energy provides the following forms of support to suppliers and businesses within or capable of joining Astron Energy 's supply chain (e.g., retailers, wholesalers, distributors):

- **Interest-free loans** with 3- to 5-year terms (R100,000 – R5 million, with some exceptions).
- **Guarantees**, relaxed credit terms, and shorter payment terms.

**In partnership with the Astron Energy Development Fund (AEDF), additional Business Development Support services required over and above what Astron Energy Retail provides, is provided to all ESD beneficiaries through our Implementing Partner, Kai Connect.**



# Economic Development



## Growing Emerging Businesses

## Small Business Support

### What support is offered?

Business growth through the provision of preferential rate development loans.

Support business growth through the provision of technical and/or business development support.

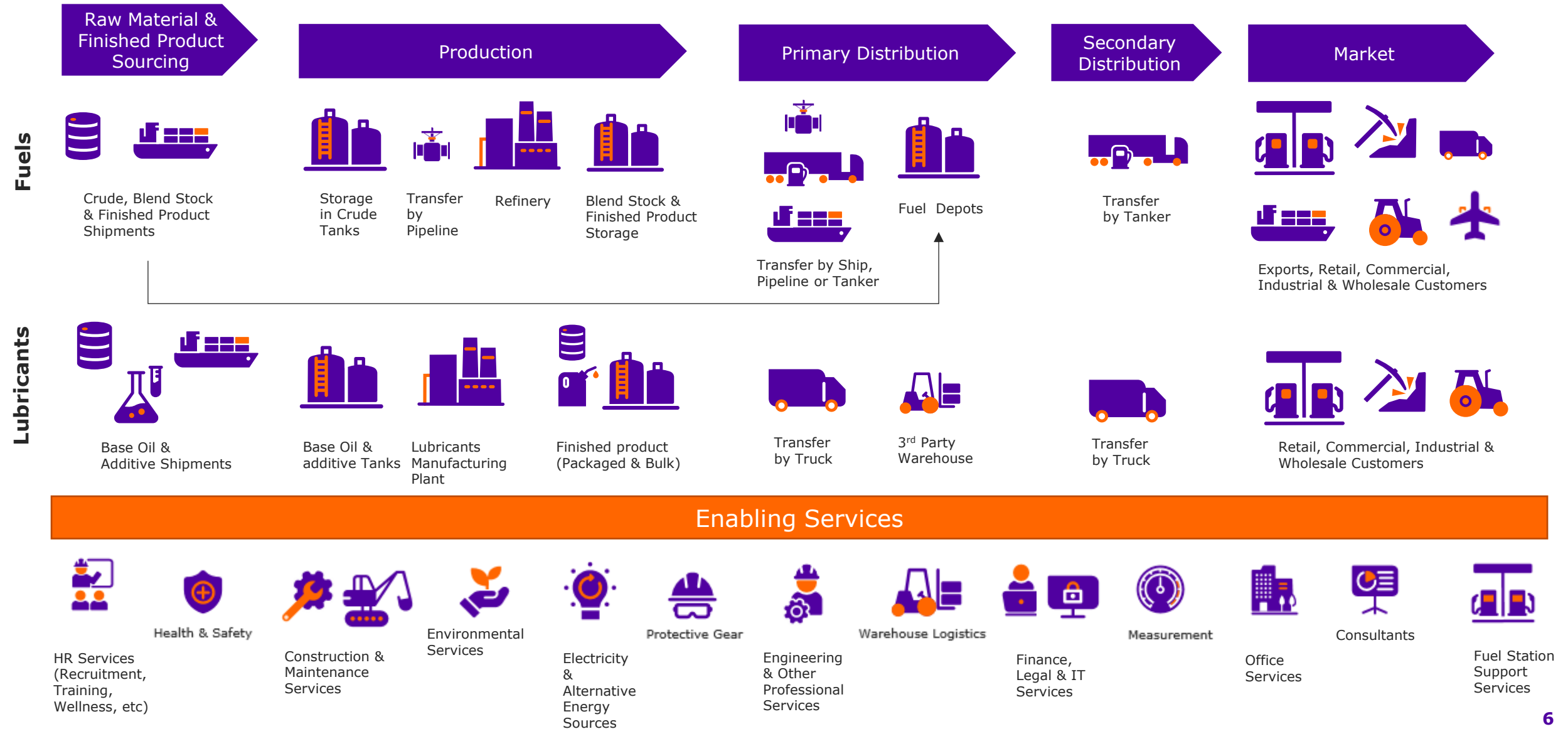
### Who is eligible to apply for this support?

- **New or existing local small businesses in the fuel and lubricants value chain.**
- Black owned businesses in the refinery by-products (LPG & Bitumen) and Retail sectors of the liquid fuel value chain.

Priority will be given to beneficiaries from disadvantaged groups as a result of race, gender, disability, youth and rural location.

# Astron Energy's Value Chain

**Note:** The enabling services listed are not an exhaustive list but rather reflect the range of services that are required to enable the value chain.





# Astron Energy Retail

## Business Overview

# Our Ambition

Be **CUSTOMER** focused  
and build **HUMAN** capital  
that generates superior  
**VALUE**

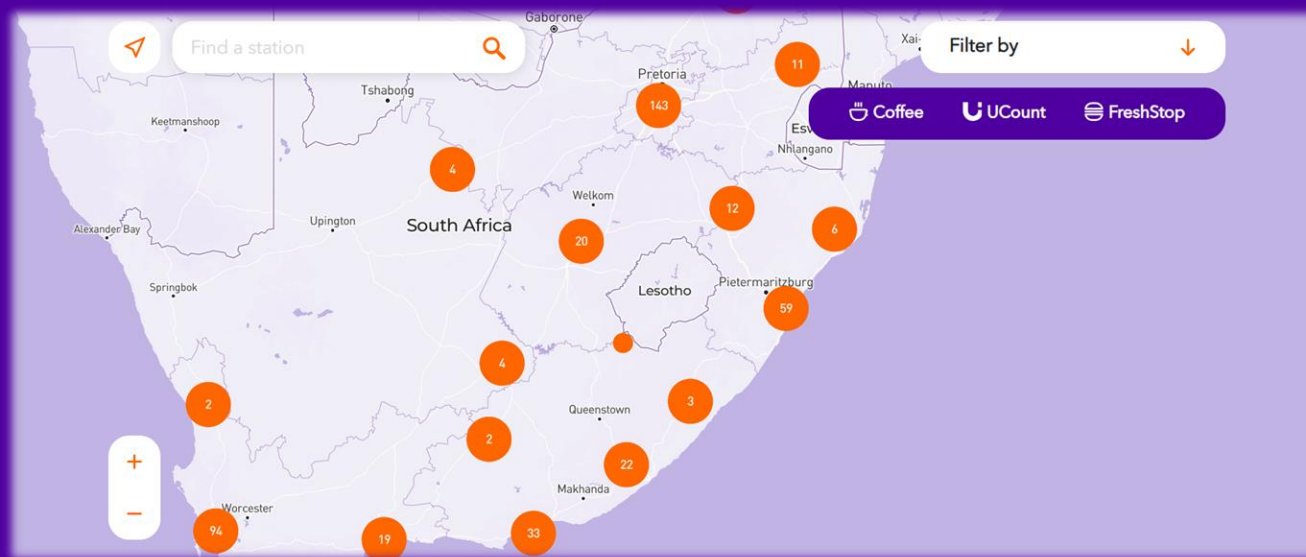


Enabled through Safe, Compliant,  
Reliable and Sustainable Operations



# Astron Energy is a leading supplier of petroleum products in South Africa, making us one of the country's top two petroleum brands.

- 800 Retail Service Stations
- Strategic Convenience Retail Alliances
- Franchising opportunities



# Convenience Retail Partner: FreshStop



## WHY FRESHSTOP?

FreshStop represents the future of forecourt convenience retail. Our innovative approach has ensured the rapid expansion of our brand to all corners of South Africa. With a wide range of in-store offerings that include confectionary, baked goods, groceries, meat, fresh produce and world-class coffee, we have become a one-stop shop for motorists on the go.

We invite you to become part of one of the country's leading franchise concepts by choosing FreshStop, the award-winning brand that offers you a basketful of opportunities.



## BECOME PART OF A PROFITABLE TEAM.

We provide prospective franchisees with several unique and exciting take-away options to satisfy your customers' needs. You can choose the option(s) that suits the needs of your target market best, whether it's students, young married couples, travellers or workers that are flocking to your store. We cater to LSM 4 to 10, covering a wide spectrum of the South African demographic and ensuring that your store will always be a hub of activity.



# Convenience Retail Partnerships



## SEATTLE COFFEE COMPANY

Seattle Coffee Company brings artisanal, responsibly sourced coffee that stands out for its quality and consistency. Known for rich, complex flavours and ethically sourced beans, it's a favourite among coffee lovers. Offering a high-quality coffee experience, Seattle Coffee Company adds a modern touch to any FreshStop location.

For franchisees, this brand association is a powerful tool for attracting customers who value premium products and superior taste.



## MANHATTAN<sup>®</sup> COFFEE

Warm up your business with the coffee that never sleeps! Manhattan Coffee uplifts the FreshStop experience with the inviting aroma and bold taste of expertly brewed coffee. From early-morning commuters to mid-afternoon pick-me-up seekers, this quality coffee appeals to a wide audience. Offering a full menu of options from espresso to speciality lattes, franchisees can boost their morning traffic and create loyal coffee enthusiasts who return daily.

Manhattan Coffee pairs perfectly with FreshStop's snack offerings, increasing overall basket size and customer satisfaction.



## CATEGORY MANAGEMENT

This is what sets FreshStop apart from other convenience retailers:

- ▶ The FreshStop **Rewards App** offering an unique value proposition different to other reward apps – cash in your pocket.
- ▶ **Pie Stop** as a dedicated pie offering (selected stores).
- ▶ **Water bars** (selected stores).
- ▶ **FreshStop APC's** – Crispy Chicken, Grill to Go, Manhattan Coffee, Seattle Coffee, Hooked on Fish, etc.
- ▶ **Energy Zone** coolers that is unique to FreshStop – enhancing the energy drinks category.
- ▶ **Vape Station** – again a unique category enhancer and that sets us apart.
- ▶ **Health Essentials** units offering and enhancing a basic pharma range (selected stores).
- ▶ **Biltong Bars** (selected stores).
- ▶ We are the only forecourt retailer **advertising product & price on TV**.
- ▶ We offer many bespoke **consumer competitions** to our valued customers.
- ▶ Another USP – our strong **Fruit&Veg** offering.
- ▶ Our ability to make use of an **in-house DC** facility by owning the supply chain in key categories.





## Retailer Application Criteria

Applicants must be/have the following:



**South African Citizenship**



**3-5 years' experience in operating a retail business; and/or**



**Mid-senior business management in a corporate environment**



**Strong leadership capabilities with an entrepreneurial mindset**



**Hands-on, full-time operator with attention to detail**



**People and customer centric with strong principles and integrity**



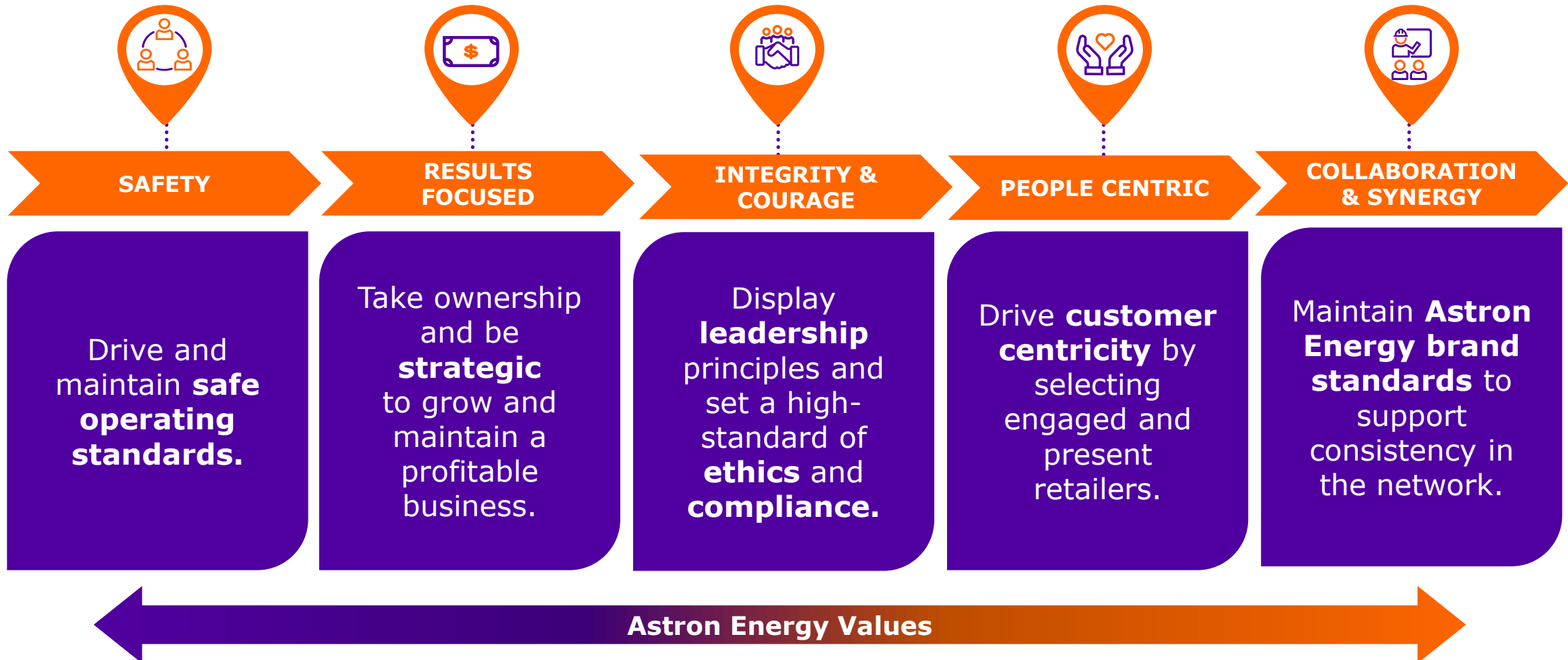
**Ability to meet Astron Energy's financial requirements**



# Retailer Selection Goal



Our goal is to attract & select motivated, **high-quality** candidates to join Astron Energy's branded network of service stations and to set retailers up for success and to protect the Astron Energy brand.



# Four Steps to Apply

1 VISIT

2 DOWNLOAD

3 COMPLETE

4 SUBMIT

Franchise opportunities  
now open for applications  
**APPLY NOW!**



ARE YOU INTERESTED IN JOINING

**SA'S NEXT BIGGEST  
FUEL BRAND?**



# DEVELOPING EXCEPTIONAL RETAILERS



WHAT

## Our Training Philosophy

At Astron Energy we believe that **investing in our people** is essential to **driving business success**. We have developed our training programmes tailored to our **Retailers and their staff**. We have combined theory and knowledge with practical skills to ensure that **operational standards** are demonstrated across our business.

HOW

## Our Retailers are supported to:

1. **Aim high** – By setting goals and providing clear KPI's to achieve excellence
2. **Understand Our Operations** – Gain a deeper understanding of the Astron Energy business values and vision
3. **Monitoring and Support** - Ongoing performance monitoring and feedback to ensure our retailers are on track to achieve business objectives

1. **Two-weeks Induction programme**
2. **New-to-industry retailers completes an assessment and forms part of a 6-12 mth incubation programme**
3. **Ongoing support and training is provided to both Retailers and their staff**



# Our programs and support



## Retail Programs



## Mystery Shopper Program

The program drives service excellence and on-site image stewardship

## Retailer & CSA Training

Onboarding and ongoing retailer and customer service training programs & support. We have achieved Best in Class Retailer Initial Training Course (RITC).

## Operational Excellence & Compliance Programs

- Wet Stock Management monitoring, early leak detection, alarm management monitoring.
- SHEQ (Safety, Health, Environment and Quality) programs & processes.

## Customer Service Centre



- Our friendly, professional staff at the Astron Energy Customer Service Centre are ready to help you with enquiries or order-related issues.
- We welcome feedback or complaints, recorded and resolved through our service centre.

## Brand and Marketing Support



- Forecourt point-of-sale, merchandise and promotional branded items.
- Local Site Marketing Program.
- National Forecourt Promotions.
- Annual through-the-line marketing and sponsorship plans to drive brand awareness and traffic to forecourts.



## AE Connect

Astron Energy Connect is our E-Commerce platform to simplify communication:



Online ordering up to seven days in advance.



Multiple users at customer determined levels.



24 Hour access to invoices and statements.

## Field Training Specialists

Execute on training to CSA's related to Customer Service and operational excellence.



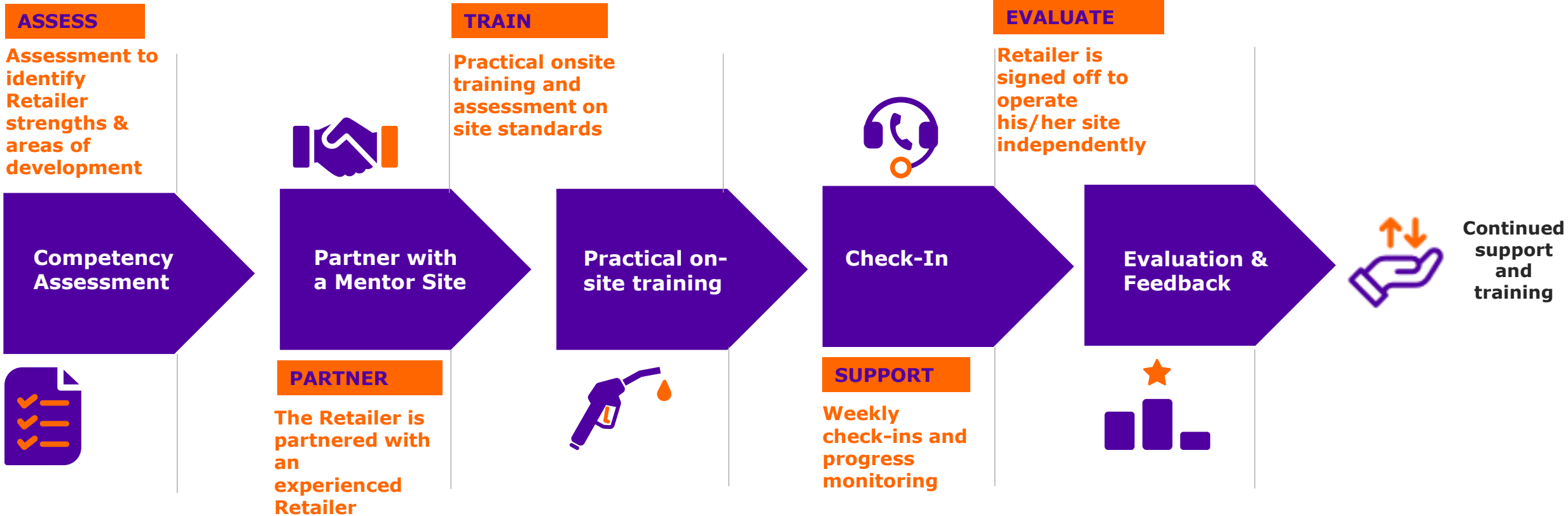
## Territory Managers

Provides business advisory support by assisting retailers with maximizing sales, driving turnover and profitability

# NEW TO INDUSTRY RETAILERS



Our Retailer incubation programme is designed to provide new retailers with **comprehensive support** and **guidance** during the critical startup phase. This programme runs between 6 – 12mths depending on the **Retailers experience**.





**ASTRON**  
**ENERGY**

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**BUSINESS SOLUTIONS**



# COMMERCIAL OFFER



## HES

Strong commitment to To the environment, safety and quality:  
Emergency response,  
Mine safety training,  
Safe use product disposal,  
Environmental compliance,  
Operational excellence compliance,  
Process Safety Management

## BUSINESS DEVELOPMENT

Training of stakeholders throughout our route to market  
Product Knowledge with access to product guides, segment brochures and oil sectors  
Selling capability through proof of performance and technical competencies and customer best in class analysis and operational excellence strategies  
Brand Building through benchmarking, industry forums, events, publications and partnering with industry experts



## CUSTOMER EXPERIENCE

Quality Fuels (protects longer, runs further, keeps cleaner & flows smoother)  
Quality lubricants (400+ OEM Approvals)  
Exceptional service  
Flexible Credit Solutions

## SUPPLY RELIABILITY

Storage Capacity Analysis –  
Improved days inventory on hand,  
Supply Efficiencies –  
Multiple terminal and warehouse locations,  
Default and secondary loading points

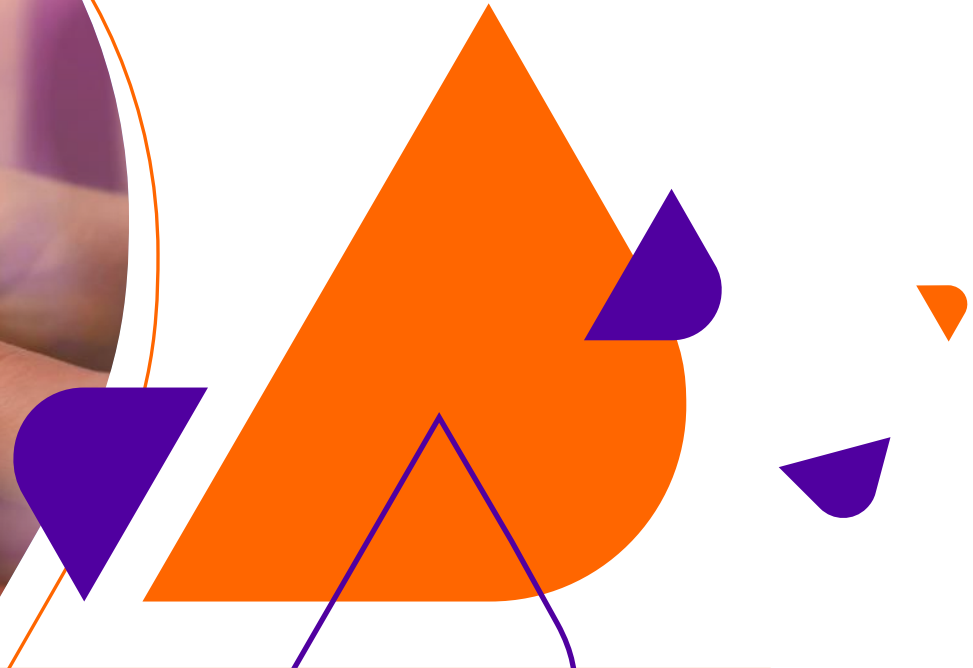
## Technical Services Offer

Reducing maintenance cost  
Minimizing component failures  
Maximizing full potential of your energy requirements  
Increasing equipment reliability



**THANK YOU**





# Astron Energy Development Fund

Debbie Parker

**Head of Astron Energy  
Development Fund**



ASTRON ENERGY  
DEVELOPMENT  
FUND

# Astron Energy Development Fund (AEDF)

The next step in Astron Energy's  
transformation journey

## Vision:

To bring about sustainable visible change and prosperity for small businesses in the Astron Energy value chain and its linked communities.

## Objectives:

-  Support sustainable local SMME businesses
-  Expand levels of local procurement
-  Support inclusive economic growth and employment

Launched  
7 Dec  
2022



# Community Development



## Community Initiatives

### Growing our Communities

Develop life, digital and entrepreneurial skills in high school students and unemployed youth to enable future employment and / or business creation.

Support small business incubation and growth through skill development and coaching.

### Beneficiary Group

Targeted high schools and under resourced communities situated around Astron Energy facilities and those of its customers.

## Partners

