

A significant innovation: The Retailer Development Programme

On 1 November Shell launched an exciting and innovative project, the Retailer Development Programme, which aims to create business opportunities for previously disadvantaged individuals in its service station network.

This is a significant move towards ensuring continued growth and high standards of service delivery to Shell's customers in the future. The Retailer Development Programme is a long-term strategy and will be tested over the next year to ensure that it is sustainable. Ten trainees have already been recruited and will be trained over an intensive nine-month period by New Africa Petroleum (a Shell multi-site franchise based in Gauteng).

It is expected that the trainees will graduate by the end of July 2005, when they will take occupation of the new and existing Shell sites that have been identified as viable business

opportunities. Third-party financing negotiated by Shell will be available to graduates who complete the programme. Retailers will need to comply with strict business standards and controls to ensure that their businesses are run in accordance with the requirements of the financier and Shell's Franchise Agreement.

An important principle throughout this process is to develop feasible, sustainable businesses and retailer talent. This means that the careful selection and recruitment of retailers. It will include the identification of suitable sites that meet the minimum performance criteria set by Shell, which is paramount to the success of the Retailer Development Programme.

We look forward to updating our readers on the success of the programme next year.



From left to right, back row; Reggie Sibiya (National Operations Manager, Retail), with students and trainers; Tsholofelo Ramotsho, Stanley Masia, Sindiswa Calane (Trainer), Martin Manzhi, Johannes Makhura, Ingrid Elston (Trainer), Mandla Dube,

Oscar Fakude, Vikimpi Hlatshwayo; Seated Stephen Molekwa, Bulelwa Mpetshwa, Funeka Hermanus, Alina Lehlokoana, Meshack Pooe; Front row; John Stevens (Project Manager), Carol Tissiman (Trainer)