

**Ready to fuel up?**

1. Food Retailers partnerships with Fuel Retailers- Big food retailers like Woolworths and Pick n Pay have partnered with fuel retailers by setting up convenience stores on the Fuel retailers’ premises.
* The old days of a garage service station store offering the 5Cs (cigarettes, cool drinks, chips, chocolates, and push-button coffee) are long gone.
* Three of the four largest petrol players in the SA market have partnerships with established retailers – Engen has Woolworths, Caltex (now Astron Energy) has Fresh Stop (a subsidiary of Food Lover’s Market), BP has Pick n Pay, and Shell has Spar – each bringing merchandising, supply chain and retail expertise to elevate the retail offering.
* Consumer loyalty to service station brands has also played a big part in the last few years, partly due to the benefits acquired from third parties.
1. Fuel Retail challenges and opportunities- Every retail sector faces its own unique challenges on a regular basis.
* Fuel retail is a highly specialized sector. Operational costs are highly affected by oil prices, labour costs, exchange rates, regulations etc.… The fuel retail sector is one of the few sectors that have proven to be recession free.
* The global and local economy can affect the fuel retail sector either positively or negatively.
1. Future trends in fuel retail are already in the present.
* Connected cars, vehicles on the Cloud, BOT operated stations, analytics for customised services and promotions, pre-scheduled refueling based on usage and location, and connected stations are some of the futuristic trends in fuel retailing that oil companies and fuel retailers across the globe need to be prepared to embrace.