

The background of the slide is an aerial night view of a city, likely St. Louis, with the Gateway Arch visible on the right. Overlaid on this image is a large, semi-transparent white circle containing the text. A network of glowing yellow and white lines connects various points across the city, suggesting a global or strategic network.

Business Case Study

Business Analyst at Mabanaft

Problem Statement:

"How can Mabanaft identify gas station acquisitions that align with its strategic growth goals while ensuring financial profitability?"

Evaluation Criteria

Strategic Fit:

- Alignment with Commercial Road Transport Needs
- Infrastructure & Technological Readiness
- Supply Chain & Logistics Synergy with Mabanaft

Financial Attractiveness:

- Revenue Potential & Growth Outlook
- Cost Structure & Profitability
- Risk Factors & Long-term Viability



Evaluation Criteria

Strategic Fit:

- Alignment with CRT Needs
 - Target customer base → commercial vehicles
 - Traffic density & volume
 - Proximity to logistics hubs & major routes
 - Competitor density & market share
- Infrastructure & Technological Readiness
 - Existing infrastructure compatibility (Unmanned station potential)
 - Multi-fuel capabilities (Future-proofing investment)
- Supply Chain & Logistics Synergy with Mabanaft
 - Integration into Mabanaft's fuel supply network
 - Fuel throughput efficiency

Financial Attractiveness:

- Revenue Potential & Growth Outlook
 - Fuel sales volume & pricing dynamics
 - Non-fuel revenue streams (Diversification of income):
- Cost Structure & Profitability
 - Operational cost structure
 - Break-even timeline
- Risk Factors & Long-term Viability
 - Environmental & regulatory risks
 - Lease vs. ownership model

Comparative Analysis: Unmanned vs. Manned Truck Stops

Factor	Unmanned Gas Stations	Serviced Truck Stops
Target Audience	Commercial trucks, fleets, logistics hubs.	Commercial & private vehicles, rest stop customers.
CAPEX & OPEX	Lower upfront cost due to lack of staff and minimal infrastructure.	Higher capital due to more complex infrastructure (rest areas, maintenance facilities, etc.).
Scalability & Automation	Easier to scale and automate.	More challenging to scale due to reliance on human staff and physical infrastructure.
Revenue Potential	Fuel-only (unless combined with automated food & retail).	Fuel + food + truck parking + maintenance (higher margin).
Infrastructure Needs	RFID/card payment, automation-ready dispensers.	Large-scale rest area, multiple service offerings.
Market Fit for Mabanaft	Best for fleet-focused fuel strategy, in line with Mabanaft's CRT strategy.	Best for sites with high multi-service demand & longer dwell times. Focus on end-consumers.

Conclusion & Recommendation:

- *Best Strategic Fit:* Unmanned stations with multi-fuel capabilities, located in high-traffic trucking corridors, near Mabanaft's fuel supply network, serving commercial fleets and logistics hubs.
 - *Alternative Consideration:* Serviced truck stops only if they operate as high-revenue multi-service hubs.
- *Investment focus:* Focus on high-margin sites with strong fuel sales, low operational costs through automation, a fast ROI, and scalable infrastructure for alternative fuels and future automation.

[Site examples in Germany and Sweden](#)

