

Business Profile: NexaFuel Africa

Company Name: NexaFuel Africa (Pty) Ltd

Tagline: *"More than fuel. We power lifestyles."*

Headquarters: Johannesburg, South Africa

Founded: 2025

Legal Status: Private Company (Pty) Ltd

Target Market: Urban, peri-urban, and highway travelers in Sub-Saharan Africa

Vision Statement

To be the most trusted and sustainable independent fuel station chain in Africa, offering innovative mobility solutions and value-added lifestyle services.

Mission Statement

To provide affordable, reliable, and quality fuel and vehicle services, while enhancing customer convenience through integrated service offerings such as express car washes, smart retail shops, EV charging points, and loyalty programs.

Business Plan

1. Executive Summary

NexaFuel Africa is launching a network of independent, locally branded fuel stations with a unique twist: modern infrastructure, eco-conscious operations, and multiple value-added services like mini-marts, car washes, auto repair hubs, and electric vehicle charging. With a scalable model, NexaFuel aims to operate 50 locations in 5 years, creating 1,000+ jobs while supporting local SMEs and reducing service deserts.

2. Core Services

- **Fuel Pumping Services:** Petrol, diesel, and biofuel options.
- **Car Wash Bays:** Touchless and eco-friendly water recycling systems.
- **Retail Store (NexaMart):** Fast-moving consumer goods, snacks, groceries, lubricants, and more.
- **Quick Auto Service:** Oil change, battery check, tire inflation, minor mechanicals.
- **Digital Integration:** Mobile payment, fuel delivery for fleets, loyalty app, and online ordering.
- **EV Charging Stations:** Pilot EV ports in major cities.

3. Unique Value Propositions

- **Eco-innovation:** Solar power backup and water recycling systems.
- **Franchise-Ready:** Easily replicable model with branding, training, and operational manuals.

- **Inclusive Supply Chain:** Partnership with local suppliers, farmers (for biofuels), and micro-retailers.
 - **Job Creation:** Employment for youth, women, and retrenched automotive sector workers.
 - **24/7 Customer Convenience:** Safe, secure and full-service offerings.
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4. Market Opportunity

- **Fuel Demand:** Africa's fuel consumption is increasing with urbanization and logistics growth.
 - **Gap in Service Stations:** Many rural and peri-urban areas lack quality stations.
 - **Consumer Preferences:** Shift toward integrated, clean, and fast services.
 - **Green Transition:** Government support for cleaner fuels and EV adoption.
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5. Target Locations

- **Primary Cities:** Johannesburg, Durban, Cape Town, Lusaka, Nairobi, Gaborone
 - **Secondary Hubs:** Border towns, trucking routes, townships, industrial zones
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6. Business Model

Revenue Streams:

- Fuel sales
 - Car wash and repair service fees
 - Retail and fast food sales
 - EV charging fees
 - Franchise licensing
 - Advertising and space rental
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7. Financial Overview

Estimated Startup Capital per Station:

- Land or lease: R1,500,000
- Fuel equipment & tanks: R2,000,000
- Car wash & workshop: R500,000
- Shop setup: R700,000
- Branding & digital systems: R300,000

- Working capital: R500,000
Total per station: ~R5.5 million

5-Year Goals:

- 50 outlets
 - Annual revenue target: R750 million
 - EBITDA margin: 18%
 - Break-even: Year 2
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8. Growth & Funding Strategy

Funding Required:

- R50 million seed for first 10 locations
- Mix of equity, DFI loans (e.g., IDC, DBSA), and green grants
- BEE-compliant ownership model to attract local partnerships

Scaling Plan:

- Pilot stations → Regional clusters → National franchise network
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9. Management Team

- **CEO:** Yanela Bhula – Entrepreneur with vision for infrastructure and energy solutions
 - **COO:** Experienced logistics and fuel distribution specialist
 - **CFO:** Chartered accountant with retail and petroleum finance experience
 - **CTO:** Oversees digital platforms, fuel analytics, and EV integration
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10. ESG Commitment (Environmental, Social, Governance)

- Use of clean energy (solar canopy systems)
 - Water-saving car wash systems
 - Community employment & youth development programs
 - Transparency, ethics, and digital records for all transactions
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Conclusion

NexaFuel Africa represents a new generation of independent fuel stations — tech-enabled, community-driven, and built for a sustainable future. With the right funding

and partnerships, this model can reshape fuel retail in Africa while delivering strong financial returns and social impact.