



**MRKT 305.02**

**Client Research EzFill**

**Big Fillas**

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## **Executive Summary**

The mobile fueling industry is a new and attractive industry that provides businesses and consumers with a cheaper alternative to traditional fueling stations. For businesses within the industry, the overall structure additionally proves more cost-effective and profitable than conventional gas stations. Over 95% of vehicles manufactured in 2020 were gasoline powered, so EzFill, being one of the earliest leaders of this industry, has a lot of potential opportunities for expansion.

In the tri-county area of Florida, we investigated a long list of potential clients and consumers that could potentially benefit from EzFills services. Our group targeted potential fleets that offered opportunity for clientele as well as surrounding businesses that can easily be expanded to. Florida has multiple attractive industrial regions that contain heavy industrial traffic and corporate presence. Our group looked to target small and large fleets within these areas as potential entry points for a future larger presence in that region. Some of the potential businesses we believed would immediately benefit from EzFill include moving companies, distribution centers, car rental services, and freighting and hauling fleets.

Additionally, our team focused some of our time on designing a comprehensive survey to be deployed on a broad range of potential customers. Using our survey, EzFill could be able to identify basic perceptions and data about local customers. We believe by deploying our survey, EzFill could obtain a better understanding of their current positioning within Florida.

As a group we find it important and recommend EzFill to expand into industrial areas within Florida to establish a foundation around Florida. This foundation provides EzFill with an easier opportunity to continue expansion into the retail market as well as neighboring organizations and fleets. Through strong marketing and direct selling, the benefits offered

through EzFill's convenient, user friendly, and reliable services should provide easy opportunity for expansion within our proposed areas.

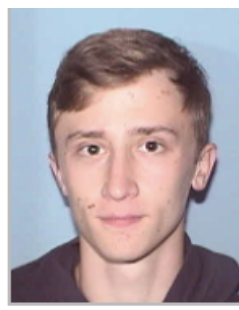
## Proposal



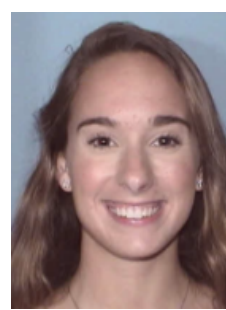
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We look forward to working with EzFill by conducting market research for their company.

### Market Research Questions:

1. What impact will price have on consumer behavior?
2. What is the layout of the market/competition in Florida and how can EzFill be expanded to other parts of the state?
3. What factors impact those who use EzFill versus those who don't?
4. What companies would EzFill appeal to the most in Florida?
5. What factors would create a high demand for mobile in Miami?
6. Would the colleges and universities in the Miami, Fort Lauderdale, Jacksonville, Orlando, and Tampa area be interested due to the high populated areas and the amount of cars on campuses?
7. Is there any way this market could appeal to the multiple tourists who visit Florida?

### Topics We Will Research:

- Fleet companies in the tri-county Florida area
  - This will help find companies who will benefit from mobile fueling
  - See if they use gas station on their location or drive to a gas station near buy
- Other Competition
  - If other companies are also getting into the mobile fueling industry, EzFill will need to separate themselves from their competitors
  - Finding their differences from other similar fuel companies, will help them appeal to fleets

## Industry Analysis

Mobile fueling is posed to be the next major growth in the on-demand, virtual sector. Since the industry is relatively new, there is lots of opportunity for success and expansion. In addition, recent rise in demand for oil and gas have driven the demand for mobile fueling as well as the confidence of their future. The mobile fueling industry proves attractive due to its efficient and cheaper approach to traditional fueling stations. Primarily, mobile, on-demand fueling requires much less valuable real estate as opposed to a conventional gas station. Organizations will easily have the opportunity to expand existing headquarters as well as establish new headquarters in new regions.

As consumers increasingly shift their daily purchases from in-person to on-demand buying, the fuel market is likely to increase support towards mobile fuel delivery. The convenience and fuel retailing industry conducts about 165 million transactions each day and sells about 80% of the fuel sold in the United States. This market provides a large opportunity to mobile fueling companies who have the potentially disruptive service of on-demand mobile fueling. Additionally, it has been found that fleet owners and consumers are starting to reduce their reliance on traditional gas stations. They are turning to convenient, cost effective mobile delivery companies that offer cheaper alternatives for their businesses. According to IBIS, industry revenue is expected to rise 3.1% for fuel dealers. Additionally, IBIS reports that the local couriers and delivery industry has proven successful through a steady growth of around 5% over the past 5 years. Since EzFill acts as a niche between the two industries, the growth expected in both sectors proves attractive for EzFill.

About four years ago, Silicon Valley startups began delivering fuel directly to customers with pay-as-you-go service. The on-demand economy is changing every aspect of everyone's

lives right now. However, due to the industry's young life, competition can prove to be an overwhelming risk. To ensure a company's success in this industry, companies need to offer lucrative opportunities for their consumers. Due to rising consumer and industrial demand during COVID, many companies are investing heavily in innovative processes. The Mobile Fueling industry offers a disruptive service that can provide legitimate benefits to any business or company that is requiring fuel. It is critical for mobile fueling companies to spend resources on marketing to businesses and consumers that their product is truly innovative and beneficial. By truly showing a client that your service works, a company can maintain clients while expanding.

## Customer Analysis

Many fleet companies have set schedules, like when trucks leave and arrive. With EzFill it would be easy to set up a recurring delivery schedule that reliably meets their business needs at their fingertips. EzFill has a lot of new potential customers outside of their traditional market as well as within it locally in Florida. Some companies are popular, others are small and local to their Florida locations. Besides fleet companies, there are also marinas, universities, and health service departments that could also benefit from using EzFill.

Company Name	Location	Description
Publix Distribution Center	Boynton Beach, FL	There is no gas station at this location. Trucks are coming in and out throughout the day, so with EZFill scheduled times, trucks will always be filled. There are 7 Publix Distribution Centers in FL, so this would be a good way to expand in the future.
Walgreens Distribution Center	Jupiter, FL	There are over 50 trucks at this location, no internal gas pump noticeable.
Penske Truck Rental	Riviera Beach, FL	There are at least 25 trucks on sight. They do not have a personal gas pump at this location, and the trucks come in all sizes.
Dr. Pepper Snapple Group Inc	Miami, FL	Medium fleet of over 25 trucks. There are also two large employee parking lots which would be beneficial to workers if they could fill up their tanks. This factory is located in Miami Industrial Park which could help for further expansion. If neighboring facilities see a successful increase in productivity due to EzFill, countless factories and distribution centers in the area allow for self-marketing.
US Foods	Boca Raton, FL	They have over 40 trucks at this location. There is no gas station close to the facility so it would be a good company to target. There are also a lot of neighboring companies that would also become potential targets for expansion.
Ryder Truck Rental	Miami, FL	They have three facilities in Miami alone. The main one to target is its headquarters. There are no gas stations located at any of these locations.
ABF Freight and U-Pack	Miami, FL	These two companies share a large lot with headquarters on either side of each company. Both moving companies have at least 30 or more trucks each. Looking at the premise, no gas station can be seen. This will be beneficial if moving companies can get directly on the road instead of stopping to fuel up.
Solomon and Son's Relocation	Fort Lauderdale, FL	Another moving company with at least 20 fleets. Moving or relocation companies are often on the road for an extended period. Filling up trucks before hitting the road could show companies how EzFill promotes efficiency.
Harrington Industrial Plastics, and Big Rig Services	Fort Lauderdale, FL	Medium sized fleets with at least 20 trucks each. All three of these companies are in very close proximity to each other and none of these companies have fueling services on site. This would be helpful for expansion since its three companies neighboring each other.
We Will Transport It, Inc	Pompano Beach, FL	when the trucks come to the facility. It could also be used to fill up the cars being transported to customers.
Heavy Haulers	Fort Lauderdale, FL	Another automobile shipping company that ships heavy equipment, freights, heavy duty trucks, boats, RVs and has trailer transport. EzFill could help fill at the facilities, the ports they go to and the automobiles they are shipping. There is no gas station on site.
Dickson Fleet Services	Miami West, FL	This is a truck repair shop. There is no gas station nearby and it is located next to an autosales shop with even more automobiles.
Palm Beach Fleet Service	Palm Beach, FL	There are over 50 trucks at this facility. They have truck, trailer, and off road equipment. They partner with other fleet businesses so EzFill can expand their services. They drive to help fix cars on the road, with gas given to them it will be more beneficial than stopping to get gas.

There are two marinas that will be very appealing targets for EzFill. By providing their services to marinas, this will allow them to expand their customer base. Gaining customers who



boat, this will allow for the potential to fill their cars as well. Expanding to marinas will show clients that EzFill can be used for all needs.

Marina	Location	Description
Keystone Point	Miami, FL	Very large marina and also connected to Spinnaker Marina. There are hundreds of boats at these two locations, and there are no fueling stations within the direct vicinity.
River Cove Marina	Miami, FL	There are over 50 boats and it is also located near more marinas which is room for expansion. There are no on-site fueling places here.

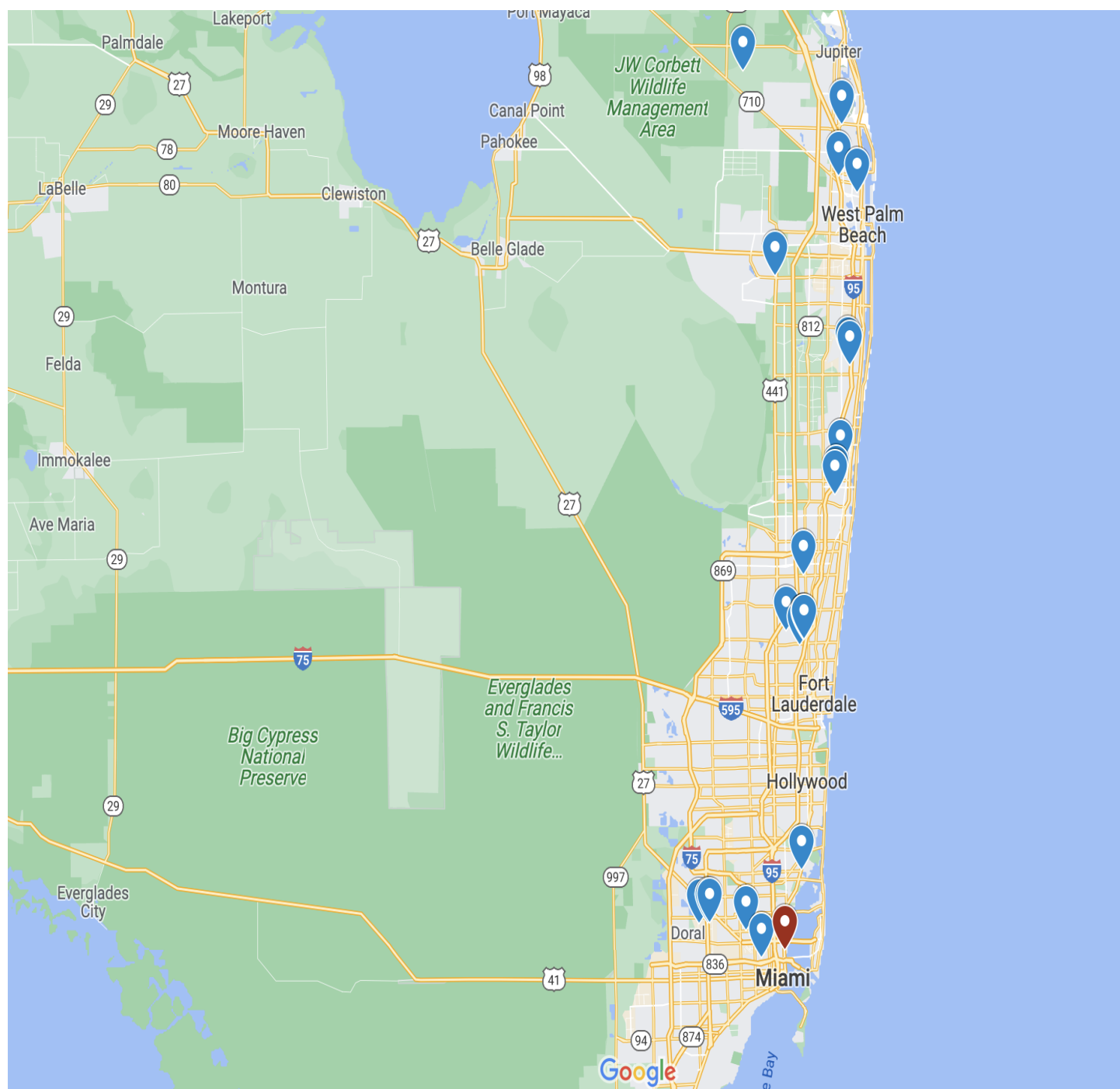
As well as traditional fueling of large fleets, EzFill can look to expand into fueling of college campuses as well as the fueling of a business's employee's personal vehicles. The Miami metropolitan area has 59 colleges. The two to start with are located right next to each other so it would be a good start to expanding to universities.

College	Location	Description
Florida Atlantic University	Boca Raton, FL	Over 30,000 students and 2,900 staff members. There are over 30 parking lots and multiple garages.
Palm Beach State College	Boca Raton, FL	There are about 8,000 full time students and 20,000 part time students. There is also a marina associated with this college.

EzFill could also look at possible companies to target outside of the traditional fleet market. Hospitals would be great targets because employees working late, or early shifts would benefit from having their cars be filled at their job site instead of filling up at a station during an unsafe time. They could also be used for ambulances, EzFill could help them fill up before emergencies which would create greater efficiency.

Hospital	Location	Description
St. Mary's Medical Center	West Palm Beach, FL	There is a massive employee parking lot with hundreds of cars. There is a loading dock in the back of the building for shipping and receiving that will benefit from EzFill
Wellington Regional Medical Center	Wellington, FL	Parking garage filled with cars next to this hospital. There are also many parking lots surrounding this hospital.
Miami Childrens Hospital	Miami, FL	Over 3000 employees with countless ambulances coming in and out.

## Map of Potential Clients



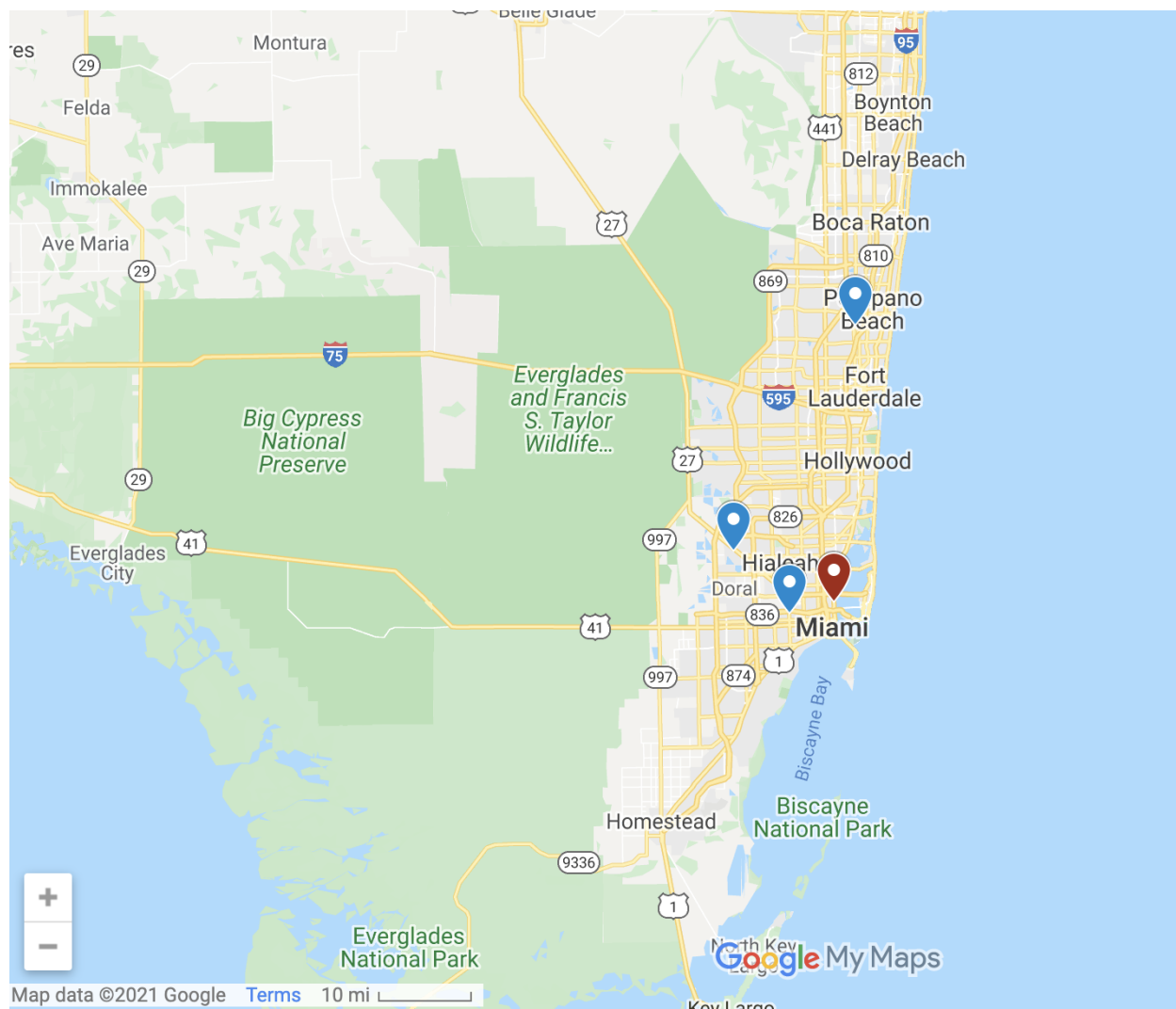
### **Company Analysis**

EzFill is an app-based company founded in 2016 that gives customers the opportunity to select a specific time and location based on their fueling needs. EzFill is the first ever company to be publicly traded under the industry of mobile fueling. They're also the only company to offer on-demand fuel delivery to customers in three, high-volume verticals: Consumer, Commercial, and Specialty. Mobile fueling is defined as the service of on-site fuel delivery to a company's trucks, equipment, boats, cars, or machinery. Mobile fueling has traditionally been most prominent for large fleets and corporations, but as the industry evolves and develops, more and more opportunities are arising for potential customers for mobile fueling. Everything is switching to online in society today, so it is only a matter of time before gas becomes ordered on a phone too. In September of 2021 EzFill began their initial public offering. The initial offer included 6,250,000 shares of common stock at a price of \$4 per share. This initial offer led to gross proceeds totaling \$25,000,000. Proceeds from their I.P.O will give them a chance to further expand their services by purchasing more trucks allowing them to move into more parts of Florida as well as the rest of the country.

Since EzFill is the first publicly traded mobile fueling company, there are huge amounts of possibilities and opportunities ahead for not only EzFill, but the mobile fueling industry as a whole. As corporations and hedge funds begin to support and notice EzFill, the company will be placed as the forefront for mobile fueling as an industry. EzFill already has the largest market share in Florida's fast growing mobile fuel industry but their goal is to bring convenient and efficient mobile fueling to all parts of Florida and eventually expand across the country.

## Competitor Analysis

Competitor Name	Location	Description	Website
Glover Oil	Melbourne, FL	<ul style="list-style-type: none"> <li>• Company with over 14 delivery trucks</li> <li>• Around since 1947</li> <li>• They deliver fuels to construction, fleets, industrial, marine, and municipal customers</li> <li>• They have programs and loan agreements for their customers to keep them satisfied with a full tank at all times</li> <li>• They have fleet refueling for companies to keep using their fuel and it fits within the customers schedule</li> </ul>	<a href="http://gloveroil.com/">http://gloveroil.com/</a>
American Fuel Services	Meledy, FL	<ul style="list-style-type: none"> <li>• Uses a personal barcode that is scanned in real time to notify the customer that their tank has been filled</li> <li>• Provides gas and diesel fuel</li> <li>• They set themselves apart from other fuel delivery companies by understanding the needs of their customers by focusing on accurate fueling, inventory management, safety and compliance, reporting continues to provide real value to their clients</li> <li>• Been around for 23 years</li> <li>• Sales professionals available to visit the customers to accurately and transparency discuss the benefits of using their services</li> <li>• Operates all around Florida</li> </ul>	<a href="https://www.americanfuel.com/about-us.html">https://www.americanfuel.com/about-us.html</a>
Grey Fueling LLC	Miami, FL	<ul style="list-style-type: none"> <li>• Booking online available</li> <li>• NO Delivery fees</li> <li>• Accept Zelle payment or Cash app and payment on site</li> <li>• Fills yacht boats, cars, trucks, fleet, construction vehicles</li> <li>• Offers emergency delivery services</li> <li>• Only fills in Miami</li> <li>• Carry and deliver gasoline, ultra-low sulfur diesel, and lubricants</li> <li>• Work on a 24-48 hour service</li> </ul>	<a href="https://www.greyfueling.com/book?gclid=CjwKCAjwoP6LBhBJEiwAvCchPwDdPx1141UguXraqKEVVS3Vv96-S-nUksJTH6AZudqjlbmdgnGB0CN8oQAvD_BwE">https://www.greyfueling.com/book?gclid=CjwKCAjwoP6LBhBJEiwAvCchPwDdPx1141UguXraqKEVVS3Vv96-S-nUksJTH6AZudqjlbmdgnGB0CN8oQAvD_BwE</a>
Yoshi	Florida	<ul style="list-style-type: none"> <li>• Operates across the US</li> <li>• Provides gas, car washing, and oil changes</li> <li>• Price match lowest gas price within 2 mile radius</li> <li>• Offer oil change starting at \$89 and wash/detailing starting at \$25</li> <li>• Uses their own app to schedule appointments</li> <li>• Notifications and live chats available within app</li> <li>• FREE delivery for one month by signing up with Yoshi app</li> <li>• Around since 2015</li> </ul>	<a href="https://www.startyoshi.com/services/">https://www.startyoshi.com/services/</a>
Lank Oil Company	Pampano Beach, FL	<ul style="list-style-type: none"> <li>• Delivers diesel fuel solutions around the Pompano Beach, FL area.</li> <li>• Delivers marine fuel.</li> <li>• Supplies fleets and companies with delivered fuel</li> <li>• Services include fuel supply tank installation and maintenance for companies.</li> </ul>	<a href="http://lankoil.com/">http://lankoil.com/</a>



### Proposed Survey

*This survey is designed on behalf of EzFill to gather information about mobile fueling becoming more popular for a variety of customers. With this information, the benefits of mobile gas will be found and used for data testing. If you consent to this survey please press the continue button below.*

Are you familiar with what mobile fueling is?

Yes

No

Are you an employee or employer?

Employee

Employer

*If Employee:*

Do you drive a company vehicle?

Yes

No

*If Yes is selected*

Do you know how your company fuels its vehicles? If other, please state how.

Gas Station

Internal Gas Pump

Third Party Fueler

Other \_\_\_\_\_

*If Gas Station is Selected*

How often do you refuel the company's vehicle?

Once a shift

Twice a shift

Three or more times per shift

Doesn't need refueling during shift

*If yes is selected for "Do you drive a company vehicle"*

Do you work for a company that has fleets?

Yes

No

*If Yes is selected*

What company do you work for?

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How many vehicles are in your company?

Ranges from 0-75

*If No is selected from "Do you drive a company vehicle?"*

What type of industry do you work for?

How long is your commute to work?

5-15 minutes

16-30 minutes

31-45 minutes

45+ minutes

### **Survey Methodology**

Our main goal is to expand EzFill around the Palm Beach County of Florida. We have to target large companies with employers and employees. When we first drafted our survey we did not factor in the employers. The employers are very important because they will decide to hire EzFill to fuel their companies. We did not have enough paths to factor in everyone that would be benefiting from EzFill, like the employer, employees, and the fleets as a whole.

As an employee, it is important to know for research purposes if they drive company vehicles. This will give an idea of how many companies have drivers for their trucks, and how many fleets are in each company. We needed to focus on how the company gets its gas for their trucks. If the company holds an internal gas pump, then they probably won't want to hire EzFill. Companies that use a third party fuller or a gas station would be persuaded to choose EzFill because they can listen to the benefits of scheduling mobile fueling. It is also important to know how often the vehicles get filled per shift. With this information EzFill can create a schedule for that company, like how often they can come and refill to still produce efficiency.

Since EzFill is really looking to target large fleet companies, asking the question about if the vehicle the drive is a fleet would be helpful. Even if they answer yes or no, knowing what company they work for can give EzFill potential clients for future or present expansion of their company. At first, we asked how many fleets were involved in the company with a bar that ranged from 0-75, but it changed to bullet answers from 0-100+. Adding the plus sign can give a better idea of companies that hold very large fleets, because those would be the companies to get a head start to pursue.

When we first came up with our survey we did not have a path for employers, so all employees and employers answered the question about how long their commute to work is. We



changed this to be the end of the employee path and added an employer path to our survey. If the person taking the survey is an employer they will have different questions. If the person is an employer, answering what type of benefits they offer their employees would be useful knowledge. The next question is would they consider offering mobile fueling while employees are at work for a benefit. So these two questions combined would give EzFill an idea of what the employees receive as benefits and if EzFill could potentially be paid for filling up the employees' vehicles as well as the company's. We also asked employers if their company uses fleets and how their trucks get gas because, same as employees, these are two of the most important questions. We ended the employer survey with the question about if they feel like their company loses productivity while refueling vehicles, this will get the employers thinking about income, loss, revenue, etc.

These survey questions will give EzFill the information it needs to pursue companies to enlarge their company. They can be contacted into ebenefits, create scheduled times to come to fleet companies, and get an idea of how many fleets they can potentially be fueling.

## Final Survey

*This survey is designed on behalf of EzFill to gather information about mobile fueling becoming more popular for a variety of customers. With this information, the benefits of mobile gas will be found and used for data testing. If you consent to this survey, please press the continue button below.*

Q1: Are you familiar with what mobile fueling is?

Yes

No

Q2: Are you an employee or employer?

Employee

Employer

*Q3: CONTINGENT to Q2: If Employee Selected:*

Do you drive a company vehicle?

Yes

No

*Q4: CONTINGENT to Q3 if Yes is selected*

Do you know how your company fuels its vehicles? If other, please state how.

Gas Station

Internal Gas Pump

Third Party Fueler

Other \_\_\_\_\_

*Q5: CONTINGENT to Q4 if Gas Station is Selected*

How often do you refuel the company's vehicle?

Once a shift

Twice a shift

Three or more times per shift

Doesn't need refueling during shift

*Q6: CONTINGENT to Q3 if yes is selected*

Do you work for a company that has fleets?

Yes

No

*Q7: CONTINGENT to Q6 if Yes is selected*

What company do you work for?

Corporate  
Higher Education  
Healthcare  
Other \_\_\_\_\_

*Q8: CONTINGENT to Q6 if Yes is selected*

How many vehicles are in your company?

Ranges from 0-100+

*Q9: CONTINGENT to Q3 if No is selected*

What type of industry do you work for?

Open ended

*Q10: CONTINGENT to Q2 if Employee is selected*

How long is your commute to work?

5-15 minutes  
16-30 minutes  
31-45 minutes  
45+ minutes

*Q11: CONTINGENT to Q2 if Employer is selected*

What kind of benefits do you offer to your employees? (Multiple answers allowed)

Hybrid  
Healthcare  
Bonus  
PTO

*Q12: CONTINGENT to Q2 if Employer is selected*

Would you consider offering mobile fueling while employees are at work for a benefit?

Yes  
No

*Q13: CONTINGENT to Q2 if Employer is selected*

Does your company have fleets?

Yes  
No

*Q14: CONTINGENT to Q13 if Yes is selected*

Do you know how your company fuels its vehicles? If other, please state how.

Gas Station  
Captive Fueling Station  
Third Party Fueler  
Other \_\_\_\_\_

*Q15: CONTINGENT to Q13 if Yes is selected*

How large is your fleet  
Open ended

*Q16: CONTINGENT to Q13 Yes is selected*

Do you feel like your company loses productivity while refueling vehicles? If yes, why?

Yes \_\_\_\_\_

No

We thank you for your time spent taking this survey. Your response has been recorded.

Link to Survey: [http://rwu.co1.qualtrics.com/jfe/form/SV\\_6rODDrbRiR3K6Vg](http://rwu.co1.qualtrics.com/jfe/form/SV_6rODDrbRiR3K6Vg)

### **Summary of Recommendations**

For EzFill to strive, and become a leading mobile fueling company of the future, our group suggests they actively look for the best markets and customers to allow smooth expansion. To accomplish this, we looked at areas within Florida that had a heavy industrial presence and large market of businesses within the vicinity. Once an attractive area is identified, we then find businesses within the specified area that could immediately benefit from EzFill's services, such as fleets, distribution centers, moving companies, construction companies, and small manufacturing companies. We suggest EzFill begins with the smaller businesses in order to establish a presence within newfound areas in Florida. By doing this, EzFill will have the opportunity to have a testrun in new locations to see how successful, and potentially attractive this area is. Additionally, by starting with small businesses in new locations, neighboring businesses will become more aware of EzFill and hopefully be interested in their services.

Another way EzFill can expand is to target popular, well-known, large fleet companies, like Ryder Transportation, Dr. Pepper, Walgreens, Publix or Penske. These companies are just a handful of thousands of branded fleets in the Palm Beach County Area. If a popular company creates a deal with EzFill more companies are more likely to follow in their footsteps to compete with them.

In addition to smaller businesses, our group also found several larger opportunities for EzFill within Florida. The identified large distribution centers, colleges, hospitals, marinas, and large fleets all prove very attractive customers for EzFill. Partnerships with these large organizations offer EzFill great opportunities to establish relationships with international companies. If successful, EzFill will have the opportunity to expand their services within the large corporations they are targeting.

For EzFill to smoothly transition into these expansionary opportunities, our group suggests the deployment of surveys to new target customers and markets in order to gain more knowledge on the perception of their industry and brand. Through the data collected, EzFill will have a better understanding of their targeted customer's structure, preferences, and ability to benefit from EzFill's services. EzFill will then be more capable of understanding new areas and the right potential customers to follow up with. If combined with competitive advantages over EzFill's competitors, our research will help EzFill to expand within Florida.

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