



Stallion Gulf Limited

Uncompromised Quality & Efficiency

COMPANY PORTFOLIO

Name of the business: Stallion Gulf Limited

Physical location: Laiboni Centre Lenana road, 4th floor

Postal address: P.o box 7648-00200 Nairobi

Email address:

info@stalliongulf.co.ke

Website: www.stalliongulf.co.ke

Petroleum Products: Oil, Lubricants, Jet Fuel, Diesel, Petrol, LPG, Bitumen etc
P. O box 7648 - 00200 Nairobi
Cell: 0721 658 726 / 0732815166
Email: info@stalliongulf.co.ke
Laiboni Centre 4 th Floor,
Lenana Rd.



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Introduction

Stallion gulf limited is a privately owned company whose core business is the distribution and marketing of petroleum products within the East and Central African region.

With the aid of cutting- edge technology and modern infrastructure, we aim to consolidate our position as the market leader in the petroleum sector in the region.

1.1 Background and Brief History

Stallion gulf limited was incorporated as a partnership in June 3rd 2008 and become a limited on Jan 2010.

The company which is registered under cap 499 is licensed to conduct business.

The company's core business is distribution of petroleum products within the market, to date the company has grown to a more diverse market which includes local market, exports/ east African market and the great lakes region at large and offshore trading.

1.2 Core Activities

The company's core activities include distributing in wholesale all types of petroleum products to the local market.

1.3 Location

The company's headquarter is situated at the Laiboni centre in Nairobi, at Lenana road in hurlingham a convenient location for target core client base.

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1.4 Vision, Mission and Core values

Our vision is to be a leader in the provision of energy solutions for Africa.

Our mission is to exceed customer expectations by providing products and services in an environmentally friendly manner while caring for our stakeholders.

Our values;

- ✓ Creativity and innovation
- ✓ Professionalism
- ✓ Integrity
- ✓ Team spirit
- ✓ Reliability
- ✓ Customer focus

1.5 Products & Services

The company's product range includes:

- ✓ Premium motor spirit (Super)
- ✓ Automotive gas oil (Diesel)
- ✓ Illuminating Kerosene
- ✓ JET A1
- ✓ Heavy fuel oils i.e., fuel oil est 180 & fuel oil est 125
- ✓ Bitumen (Bulk 80/ 100, 60/70 and drummed 80/ 100, Cutbacks -MC30)
- ✓ Industrial diesel oil(IDO)
- ✓ Bulk LPG (liquefied petroleum gas)

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1.6 Customer Base

The company places a lot of emphasis on corporate clientele. The company also intends to market some of its products to corporate as well as upstart business including distributors of kerosene and assorted lubricants. Basically our principal clients are large organizations spread all over the country and abroad including manufacturing companies and government and Para government institutions.

Stallion gulf limited delivered a strong set of results for the year ended 30 June 2021 despite the continued effects of the COVID-19 pandemic .

This was achieved by delivering on the objectives with a turn over of 300 m usd through its various trading operations.

1.7 Our Strategy

Our business strategy focuses on several key target market segments. We are taking petroleum products closer to the people and investing within the region.

In the process, we are moving from being one of the local players in the region to being regional oil major. We continuously listen to the customer and aim at exceeding their expectations.

We have continued to explore market openings local, regional and even beyond. With the aim of capturing wider markets and also penetrate direct importation of petroleum products as is the commodity in trade. We have also partnered with overseas traders and market players to archive our goals.

1.8 Competitor Analysis

The company's primary competitors are the independent oil marketers.

The main variables that drive competition in petroleum business are product sourcing, established distribution network, product pricing and networking with critical gatekeepers/decision makers especially for corporate customers.

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Adequacy of capital is a key determinant of corporate success or otherwise. Also of importance is ability to secure strong networks with both key industry players such as transporters, owners of bulk storage facilities, bulk importers as well as regulators.

The secondary competitors are multinationals with large markets share. They include competitors such like Engen, Total, and Shell. As would be expected of typical major markets, a majority of entrenched major players have continued to neglect crucial markets niches thus creating opportunities for firms like stallion gulf.

1.9 Company Objectives.

Stallion gulf objectives are to engage in an efficient, responsible and profitable business with a long term goal of becoming one of the key players in the East and Central African Region's petroleum industry.

- ✓ The Company's strategy is to compete fairly and professionally with existing market forces in the course of which the aim is to achieve the following:
- ✓ To develop and maintain a high standard of service to the Company's customers as well as to ensure supply and delivery of quality products while supplying value for money.
- ✓ To continuously improve efficiency and productivity
- ✓ To generate and maintain a sustainable cash flow from the operations and post acceptable and consistent returns on investment (ROI) for the shareholders so as to achieve investor confidence.
- ✓ To ensure that overheads are contained and a low cost base maintained without compromising the quality of services to the Company's customers.
- ✓ To encourage innovation and creativity by all employees
- ✓ To conduct business as a responsible corporate member of the society, abiding by the laws and regulations of the countries that the Company operates in.



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2.0 Competitive Advantage

Though the firm does not claim to have a unique overall competitive advantage in the market place, its core competence lies in competitive product pricing, flexibility in responding to customer requirements and provision of personalized services.

Given time the management of the firm is convinced that we shall muster a clear competitive edge in the niche market. Indeed with the good financial base the company has coupled with flexibility, creativity, agility and responsiveness which are associated with the firm's size.

Stallion gulf limited is growing into a formidable competitive force in the market and distribution of oil and allied products.

2.1 Marketing & Pricing

The company pricing is based on what in the industry parlance is called premium costing, which is the margin between the producer cost and the price offered to the market, after taking care of such direct cost as freight, insurance, port charges, storage haulage, road and pump transport etc

We normally carry out continuous competitor behavior to ensure that our prices structure is always competitive. The company trades in many oil products and their prices differ. The variance is more pronounced when dealing with white oil products than in the black industrial products. The pricing structure is determined by using a base unit cost at source (commonly referred to in the oil trade as gulf Platts.)



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2.2 Test and Quality Control

We maintain a strict round the clock quality control checks in our product deliveries and ensure only high quality products are delivered.

Apart from these we regularly send our products for tests to be conducted by known international and local testing institutions such as; SGS and KEBS (Kenya bureau of standards) for client affirmation and confidence.

2.3 Performance/Appraisals

The company, Stallion gulf limited has had the opportunity to execute moderate orders with frequent supplies to institutions and corporates.

They include; Premier group of companies, Prime steels, Mabati rolling mills and also parastatals such as Kenyatta national hospital, Sony Sugar Company and the General Service unit among other across the broad.

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2.5 Company Functions

2.5.1 Technical and Supply and Planning

The company has fully developed technical and supply and planning department headed by the department head.

2.5.2 Marketing and Finance

The accounting and finance department is headed by the head of finance and administration. The head of internal audit supervises strategic, financial systems, operational and accounting controls. This keeps tight control of all the operations of the company on day-to-day basis.

2.5.3 Human Resources

The company has a human resource establishment of sixteen qualified staff. The board members supervise the company operations including: trading operations, sourcing, minimum supervision man the respective departments

3. Operations

3.1.0 Our Board of Directors

The following qualified and experienced directors are stewarding and leading the company.

Miss Winnie Wangu Mugweru is in charge of our finance and administration department. She has worked for national bank of Kenya and has more than 24 years of experience in the banking industry.

Mr. Martin Mugweru is in charge of our Operations and marketing department. He has worked for organizations such as Adra international limited and Alexandria freight forwarders limited. He brings with him a vast experience in business management. He holds a Bsc_ in finance and a diploma in international marketing.

The directors extend their business experience and expertise to the business and will drive the management team and offer qualified leadership.