



# BUSINESS PROPOSAL LION OF JUDAH PETROLEUM AND PROJECTS

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## CONTACT NAME

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**Contents**

- 1. EXECUTIVE SUMMARY ..... 3
- 2. PROJECT OVERVIEW ..... 3
- 3. SCOPE OF WORK ..... 3
  - 3.1 The Products We Supply ..... 3
  - 3.2 Our target market includes the following sectors: ..... 4
- 4. WHY FUELLING?..... 4
- 5. MISSION ..... 4
- 6. VISION ..... 4
- 7. CORE VALUES ..... 5
- 8. SUMMARY ..... 5
- 9. COMPANY DETAILS ..... 6
- 10. Contact details..... 6

ORIGINAL

## 1. EXECUTIVE SUMMARY

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Lion of Judah Petroleum is a Petroleum company owned and managed by a young black lady. The leadership of the company is devoted, receptive and dependable and will be proud to have you as our customer. Whatever environment your operations are, we are flexible to do our best to service you at the top of our ability because we know what you want to power your business.

The company was established in 2019 as an independent BBBEE LEVEL 1 petroleum distributor, Lion of Judah want to supply you on time with the specific quality products and competitive prices so that we can take full advantage of the trade opportunities within SA.

No matter what type of business you run, and where you're pitching your business proposal, you can assume your reader is pressed for time. That's where an executive summary comes in. A good executive summary will introduce your company and sell your goals and visions in a short, concise way. By the end your reader will have no doubt about how you can help them - and will definitely want to keep reading.

## 2. PROJECT OVERVIEW

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The customized service we offer is key to making sure your business can achieve optimum growth and outpace the market. Our team will take the time to understand more about your company and align our strategy to your goals for a unique fit. You can expect ongoing support and customer service, with regular performance reviews to allow you to see the impact of our work and provide opportunities for continuous improvement.

## 3. SCOPE OF WORK

### 3.1 The Products We Supply

- Diesel & Petrol,
  - Illuminating Paraffin,
  - Liquefied Petroleum Gas (LPG),
  - Industrial Gas and Medical Gas, Lubricants & Oils,
  - Jet Fuel & Aviation Gasoline,
  - Cleaning and other hygiene products.
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- Ethanol & Other Chemicals.

### 3.2 Our target market includes the following sectors:

- Commercial Transport/Fleet,
- Civil Engineering/Construction,
- Manufacturing & Processing, Government & Parastatals,
- Mining and Industrial, Airports and Filling stations.
- Agriculture/Farming,

## 4. WHY FUELLING?

At Lion of Judah quality fuelling is our top priority. We are committed to deliver the highest quality petroleum products that comply with the national safety and quality standards at an excellent service. Our petroleum products are sourced from oil majors i.e. BP, SASOL, Total, PetroSA, and Shell. Mostly we source from Total. Having several suppliers ensures security of supply for our products, hence making us a reliable supplier in the market.

We are very passionate about servicing our clients. We do understand that most of our clients operate in remote areas that require special attention; we are ready to respond to such needs. Our satisfaction comes from seeing you having secure, reliable, and quality fuel to carry on with your business activities.

## 5. MISSION

To become a leader in African petroleum commodities and a house hold name through our footprint.

## 6. VISION

To be the preferred provider and commodity industry leader, dealing with consistent suppliers and buyers using superior procedure and employing brilliant people and business partners

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## 7. CORE VALUES

### **INTEGRITY**

Being honest with self and with others.

### **CUSTOMER SERVICE**

The core focus is Customer centricity.

### **RESPECT AND CARE**

**To treat all the business partners and clients with courtesy and respect**

### **CONTINUOUS IMPROVEMENT**

Open to innovative suggestions to enhance the services and operations of the company.

## 8. SUMMARY

Lion of Judah been newly as It Is we aim to be a leading provider of petroleum products to businesses in the Petroleum and Gas Industry. With a team of experts boasting extensive experience in the field, we are well placed to help our clients grow and thrive - even in challenging times. By really getting to know our customers, our talented team are able to offer unique and customized solutions backed by data driven analysis and broad research.

As a company we believe in building long lasting client partnerships which help us all grow. To learn more about how our tailor-made Petroleum solutions can help your business flourish, read on.

Putting a smile on a customer's face is everything to us.

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## 9. COMPANY DETAILS

Incorporate company names : LION OF JUDAH PETROLEUM AND PROJECTS –

Registration Number: 2019/6044423/23

License number: W/2022/0750

## 10. Contact details

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