

# Corporate Profile



# What Fuels Us

Welcome to SOGO Retail, where we specialise in more than just fuel. Since our entrance into the market 2022, we have been dedicated to providing unparalleled convenience, quality products, and exceptional service across the energy industry. With service stations located throughout the country, we bring the ultimate convenience and service offerings right to your doorstep.

Going  
beyond  
just a

fuelstop  
car stop  
rest stop



# Our Values

## Fueling your success

### Mission

*"Meeting your demands, empowering your success".*

At SoGo Retail, We recognize that fuel can often be a significant expense for businesses. We understand the importance of cost control in managing success. That's why our mission is to meet the demands of both personal and business sectors by offering some of the most competitive prices in the market. We strive to be your trusted partner in navigating the ever-changing landscape of the energy industry, providing you with the fuel and solutions you need to propel your business forward.

### Vision

*"Centred around you".*

In our rapidly evolving world, the destiny of SOGO retail lies in the hands of our customers. With this understanding, we have shaped our strategic value proposition and customer intimacy. It is our commitment to develop a true deep understanding of our customers, consumers, and communities. By putting you at the centre of everything we do, we aim to build lasting relationships and create tailored solutions that meet your unique needs. Your satisfaction and convenience drive us to continually innovate and deliver exceptional experiences. Join us on this journey to fuel your convenience and empower your success. Discover the difference of SoGo Retail and experience a new level of convenience, quality and service in the energy industry.

### Values

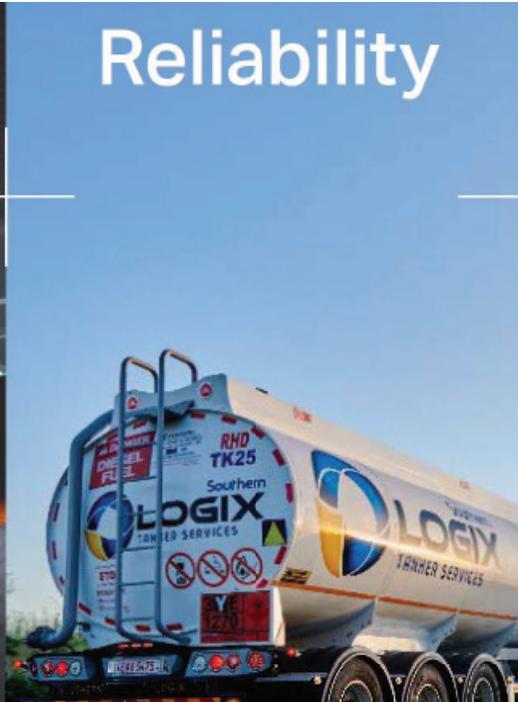
*"Honesty, Integrity, and respect for people".*

At SOGO Retail, our core values of honesty, integrity, and respect for people guide every aspect of our operations. We hold ourselves accountable to the highest standards, as reflected in our General business Principles, Code of Conduct, and Code of Ethics. These principles ensure that every member of our team acts in line with our values and complies with all relevant legislation and regulations. By upholding these values, we build foundation of trust and transparency with our customer and communities.

## Innovation



## Reliability



## Flexibility



## Inclusivity



# Retail Fuel

## SOGO RETAIL

SOGO Retail, the newest offering and sector leading new service station brand in Zimbabwe. Part of the Sub-Saharan Group this Private Limited company is the downstream brand spearheading all fuel retail, conveniences, bulk depo fuel solutions.

The founding roots from past dealerships, and independent brands the company formed in 2011 has a creditable reputation and trade history within the industry. Internally linked with the bulk division our supply chain, logistic control and economies of scale bring substantial advantage to entry cost.

Initiated by a RE-Brand in 2023, 9 SOGO's based in the Capital Harare provide a sound foundation to take advantage of the ever expanding commuting population in Zimbabwe. With the organic growth of the road networks, retail centres and new housing developments, key locations are targeted. With careful due diligence a further 25 sites are planned for the medium term countrywide.

Managed by an experienced but dynamic operation and administration management teams our sites boast 5 star rating with the regulatory authority ZERA. Our current network takes advantage of the key road networks currently covering all corners of the Harare. Location is key to the markets integrating well with bulk direct delivery business as well as targeting industrial, light commercial and residential retail. Fuel management solutions, prepaid accounts, loyalty, fleet management cards, truck/ bus stop/parking and bulk discounts insure we cover all requirements and repeat business.



# Bulk Fuel

## SOGO BULK

SOGO bulk is an extension of the Southern Group which has been trading petroleum products within Zimbabwe and the greater region since 2001. The business has grown from strength to strength over this same period of time and has diversified from bulk trading alone into logistics, retail stations and LPG Gas.

We have a very close and long lasting relationship with all multinational suppliers into East and Southern Africa. These include Glencore, Totsa, Vitol, Trafigura and IPG Kuwait among others. Our ability to load cargoes from Beira, NOIC, Matola, Natref, Dar Es Salaam and Walvis bay paired with our network of key suppliers and stakeholders ensure that SOGO is always competitively priced with the highest quality product.

Throughout the years we as a group have focused on the supply of product into other OMCs, Large scale mines, Agricultural companies, Industry as well as smaller wholesale and retail networks.

We are KYC compliant with most major consumers within Zimbabwe, these include companies such as the below to name a few.

- Bikita Minerals
- Prospect Lithium
- Sabi Star Mine
- Northern Tobacco
- Universal Leaf Tobacco
- J&J Transport
- Greenfuels
- Total

The Company Division is headed up by David Smith. David is a graduate of University of Nottingham, United Kingdom obtaining a BSc in Finance. Soon after this he returned to Zimbabwe in 2019 he expanded the Southern Group from a bulk fuel business to a holistic fuel solution.



# LPG

## GASMAN

Gasman Private Limited is one of the latest players in the LPG industry in Zimbabwe. Having started trading early 2023, the company has come leaps and bounds to be one of the larger companies in Zimbabwe, with a widening footprint through various relationships in the private, commercial and retail sectors.

Gasman has developed relationships with seven suppliers locally and internationally, more commonly, Oryx and AMLI Logistics. Pricing and product quality is a major issue in Southern Africa and these suppliers have more than met the controls in this regard. Gasman has its own account with Petregas, as well as upstream relationships for better supply volumes and pricing. We currently working on our own transport and logistics solution to further aid in better landed costs of the product.

We aim to be a prominent name in the LPG sector in Zimbabwe, and in time, Southern Africa. We have a big vision and believe that our model and strategies will help us to realise this vision. Tackling the private sectors of domestic and industrial, the commercial developmental sectors,

as well as the retail outlet and wholesale supply of product, provides awareness and trust in all areas of needs pertaining to LPG. This includes the installation and maintenance of LPG construction based works.

These relationships in various industry and commercial settings have led to contracts and projects with the following partners:

### Retail

- N. Richards Group
- Electrosales
- Food Lovers
- Terrace Africa and AHC

### Commercial Supply

- Browne Engineering
- Pariah Group
- Pick n' Pay
- Simbisa

### Property Developments

- KW Construction
- Windcatcher Construction
- Homelux Developers

The company was founded and managed by David McWade, and although a far cry from attaining Masters degrees in Sport Science and Biokinetics at the University of Stellenbosch and UCT, over the past 6 years he has gained experience in construction and property development, as well as spending a fair amount of time in the fuel and transport industry. His journey in LPG started end of 2020 and finally going on his own beginning of 2022.



David McWade



# SOGO's Premier Energy Solutions



## Diesel

We supply Diesel 50 which is a low sulphur diesel that contains 50ppm (parts per million) and compliant with specifications of diesel supplied in Zimbabwe



## Blend

SOGO Zimbabwe complies to the gazetted ethanol blending ratios, issued by the petroleum industry regulator, Zimbabwe Energy Regulatory Authority (ZERA)



## Unleaded

SOGO provides ULP, a type of unleaded petrol. Unlike other fuels, this petrol contains less lead, resulting in the production of fewer harmful substances during combustion



## Paraffin

Paraffin is sold at all SOGO fuel stops throughout Zimbabwe



## Gas

We supply LP Gas at ALL SOGO fuel stops



## Lubricants

SOGO Service Stations are the proud stockists of the full range of Fuchs Lubricants. Only the best with SOGO



## Bulk Fuel

For added convenience, get great pricing by placing bulk orders for fuel.

# Convenience

## Quality fuels, unmatched convenience discover the SOGO difference

People at the Heart: Building Connections, One Smile at a Time  
Innovation in Motion: Driving Excellence in the energy industry

### GOING Beyond just a fuelstop

Experience Unparalleled Convenience with SoGo Retail  
Introducing SoGo Retail, Zimbabwe's premier fuel and service station network. Offering a multitude of services, we go beyond fuel to provide you with an exceptional experience. From our extensive range of quality products to our friendly and knowledgeable staff, we ensure your convenience comes first. With Compressed air, convenience store luxuries, motor spares, and more, we have everything you need under one roof. Whether you're a business or an individual, we understand the importance of cost control and strive to provide competitive prices. Experience consistent service 24/7 and discover why SOGO Retail is the epitome of convenience and reliability. Get Ready to fuel up and embark on a new level of convenience with SOGO Retail today!



# Fuel Card

## GET YOUR SOGO PREPAID FUEL CARD TODAY!

Go cashless when you purchase fuel with SOGO Zimbabwe Prepaid Fuel Card - a convenient choice for business accounts and personal use. With ease of facilitation in reloading the Card at a SOGO Zimbabwe station (sites listed below), SOGO Zimbabwe head office based at 1 Northend Close, 1<sup>st</sup> Floor SAZ Building, Northridge, Borrowdale, Harare or through an online bank transfer. SOGO will offer security of supply and give priority to card holders in the event of any shortages. SOGO also offers very competitive pricing and further discounts offered at Depot Bulk prices.

### Our Fuel Cards can be swiped at any of our service stations listed below:

- SOGO** Msasa Citroen Road
- SOGO** Seke Road
- SOGO** Snake Park
- SOGO** Hopeley/Boka
- SOGO** Birmingham
- SOGO** Zengeza
- SOGO** Marlborough
- SOGO** Borrowdale Brook
- SOGO** Boka

### HOW IT WORKS

- Arrive at any petrol filling station within our network.
- Fuel up your vehicle with the required amount of fuel.
- Present your SOGO pre-paid fuel card.
- Enter your personal pin.
- Versatile CABS backed SMS balance service \*227...



# Compliance

Scan here



1 Northridge Close,  
Northridge Park,  
Borrowdale,  
Harare, Zimbabwe

[View Our Stations →](#)

## Reach out

-  **Call us**  
+263 242 870 385
-  **Call us**  
+263 86 772 11 28 95
-  **Email**  
Support



## Products & Services

-  **What Fuels us**
-  **SOGO Card**
-  **Fuel Stops**
-  **Reach Out**

<https://www.sogoretail.africa>

## Legal

-  **Terms & Conditions**  
View our T's & C's
-  **Privacy Policy**  
View our Privacy Policy
-  **Licenses**  
Licences and Company Docs

ZERA | EMA

<https://www.sogoretail.africa/licenses/>

**SOGO**

Going beyond  
just a fuelstop.

