



MARKET

Emirates Petroleum Products Company (EPPCO) - the marketing and retailing arm of Emirates National Oil Company (ENOC) - operates across a variety of sectors that include petroleum retailing, aviation refuelling, lubricants manufacturing, marketing and terminalling. Its network of over 170 service stations across Dubai and the Northern Emirates symbolises speed, convenience, service and value.

The core petroleum business is supplemented by a variety of retail businesses such as convenience stores, cafes, car wash and quick lube outlets, as well as automotive services and vehicle testing and registration. EPPCO also manages operations in aviation fuelling, lubricants and terminalling under a joint venture with Chevron, one of the largest oil companies in the world. EPPCO works closely with the local regulatory agencies on environment, health and safety issues. It also supports various initiatives in partnership with the local municipalities, Civil Defence, Jebel Ali Free Zone and non-governmental organisations.

Its strategic vision is to become the leading regional convenience retailer and marketer of petroleum and related products and services while achieving continuous improvement in financial results. This vision is achieved through operational excellence, innovation, advanced technology and a performance-based culture.

ACHIEVEMENTS

To become the leading regional convenience retailer EPPCO has taken significant steps, which include a certification of ISO 9000 international quality system standards. EPPCO has won the prestigious Dubai Quality Award (DQA) twice, in 1997 and 2004. The award serves as the driving force behind the quality and continuous improvement in Dubai. By utilising international best practice methods for achieving excellence,

EPPCO uses the DQA model in its quality management system to enhance its services and benefits to customers, staff and the community.

Business is conducted in a socially-responsible manner that protects the health and safety of EPPCO staff, contractors, customers and the local community. EPPCO complies with environmental, health and safety regulations and best industry practices. EPPCO has implemented an 'Environmental Management System' and achieved certification from the international standard ISO 14001 for three group companies - EPPCO International Limited, EPPCO Aviation and EPPCO Lubricants. These companies identified the environmental risks associated with their activities and adopted a systematic approach to improve their environmental performance. The system was audited and certified by Lloyd's Register of Quality Assurance in 1999.

HISTORY

Twenty years ago there was only one obvious reason for a motorist in the UAE to stop at a petrol station. Today there are many, and filling petrol may not even be one of them. Thanks to EPPCO Retail the concept and profile of a filling station have undergone drastic changes during the last few years. Dropping in at a service station today is almost like browsing the Yellow Pages or going on Google - your search ends there. It's an ever-expanding range of goods and services, from the complete vehicle maintenance solutions to daily grocery shopping and bill payments.

From its humble beginnings, with less than 100 people operating from a rented building in Dubai, EPPCO has grown into a combined strength of 170 service stations spread across Dubai and the Northern Emirates. It now has over 4,000 employees working from its state of the art premises at the ENOC Complex and swank service stations.

The most happening



place at EPPCO Retail, however, has been the convenience store where EPPCO has been adding a wide variety of services to its portfolio. Today customers can pay their credit card bills and DEWA bills, purchase/recharge their SALIK tags, buy a variety of foodstuff and household products and enjoy gourmet coffee as well as popular brands of fast food.

The EPPCO Mini Mart was introduced in the early 90s, bringing the concept of convenience stores to the region's fuel retailing industry. Until then lubricants were the only merchandise available at petrol stations besides fuel. Innovations in products and services were duly backed with an aggressive growth plan. In its first year alone EPPCO opened 40 fuel stations across Dubai and the Northern Emirates. By the end of the second year there were 75 sites with amenities such as car wash, lube change and tyre change services.

PRODUCT

As part of their strategy to consolidate their C-Store offer under one brand, EPPCO developed, in 2009, a new C-Store identity called ZOOM. They summarise the ZOOM customer's experience with the phrase Happy shopping on the move. This is reflected, not only in the general look and feel of their outlets, but in the way they conduct business as well.

ZOOM was initially tested and rolled out as standalone outlets in the Dubai Metro Stations. It is now being rolled out to replace the Aqua, StarMart and MiniMart brands across their network of 170 ENOC and EPPCO Service Stations in the United Arab Emirates, as well as being incorporated within their new-build stations.

EPPCO serve a broad cross section of the UAE population with over 50 million happy customers annually. Their ethos is that they are dedicated to convenience and this is exemplified by the fact that they are open 24/7 in easily accessible locations throughout the

entire country. Their helpful staff ensure that a customer's shopping experience is always useful, rewarding and convenient.

Together with the ZOOM rollout is the development and introduction of exclusive private label brands.

- Pronto is their fresh food and gourmet coffee offer prepared on site. It is not a fast food outlet but rather a superior fresh food concept strategically located to provide fast, high-quality service in a clean environment. It is for everyone -- from teenagers to adults, health conscious customers who prefer to eat fresh -food instead of fast food or just hungry individuals looking for warm, filling, freshly-baked food at a reasonable price.
- Grab & Go is their fresh and packaged food service section within ZOOM stores where the shop does not allow for on site preparation. Most of the products sold through Grab & Go are pre-prepared under the Belhana private label. The range includes hotdog, pizza, chicken parts, nuggets and fries as well as an extensive range of pre-packed meals, salads and sandwiches. This is also complemented by an extensive range of hot and cold beverages.

- Belhana is a homegrown private label that features a wide range of high quality food products exclusively sold at convenience stores in ENOC/EPPCO service stations. All Belhana items -- from water to chips, from doughnuts to grilled chicken, from fresh juices to coffee -- meet the highest standards for quality and taste. Belhana, the Arabic word for bon appétit, retails at prices lower than major brands but promises to deliver equal, if not more flavourful, items to meet the fresh and packaged food requirements of customers on the go.
- The Everyday Company is their private label for quality non-food products. The Everyday Company range includes -- but is not limited to -- tissues, wet wipes, hand sanitisers and a host of health and beauty items, stationery, light bulbs and other grocery items. All products are manufactured and sourced from suitable, reliable and reputable suppliers and are sold exclusively through their Convenience Stores.

AUTOPRO

The UAE has a fast growing automotive population but has a limited supply of good quality after sales providers to service that population. Road side garages are plentiful but with property zoning, parts authenticity issues and questionable service quality, these service providers only cater for older vehicles or motorists looking for cheap fixes. OEMs, on the other hand, are perceived to be expensive and time consuming. As a response EPPCO have launched AutoPro: their own full service car repair provider.

AutoPro performs the majority of basic motor repairs. The services cover small to large cars and include preventive maintenance, brakes servicing, air-con repair, suspension and clutch replacement, electrical work and tyre sales. It provides professional, reliable and value for money preventative maintenance and

repair programmes: all within a clean, modern, comfortable and easily accessible environment.

With a highly trained team of mechanics and support staff, AutoPro caters to a wide clientele: especially private motorists driving three to ten year old vehicles. AutoPro also supports fleet customers and guarantees them minimal vehicle downtime in order that they can maximise efficiency and manage costs.



It was the first time a fuel retailer in the UAE gave serious thought to brand image and customer care. EPPCO Retail presented a new look to service stations, introduced uniforms for its staff and started offering added services such as windshield cleaning. EPPCO prides itself in having well-trained staff that provide courteous service and are knowledgeable about products and services available. EPPCO's commitment to the very highest of service standards and customer servicing are applied across its entire business spectrum.

RECENT DEVELOPMENTS

In addition to its famous service stations, EPPCO has expanded its current business portfolio of brands to include 170 convenience stores in service stations (under the ZOOM, MiniMart, StarMart and Aqua brands) and 28 ZOOM branded stores within Dubai Metro stations, its own private label (Belhana and The Everyday Company) product range, 19 Pronto cafes and bakeries, 55 SuperWash car wash facilities, 37 SuperLube quick oil change centres, nine Autopro automotive service sites and eight Tasjeel vehicle testing and registration centres.

PROMOTION

EPPCO is continuously credited with launching interactive promotions to meet the needs of various customer segments. In addition to being one of the major sponsors of the Dubai Shopping Festival since its inception in 1995, the company is well-known for its continuous promotional campaigns that keep bringing in added value to business partners and customers throughout the year.

BRAND VALUES

Customer care is the foundation on which EPPCO built its retail business. When the company diversified into retail from its bunkering and bitumen business in 1988, there were already two established retailers in the country, the products being sold were the same and there was no price differential.

Naturally, differentiation was the only choice. EPPCO Retail looked at how to give customers a good reason to buy fuel from them rather than from competitors.

www.enocretail.com

Things you didn't know about EPPCO

EPPCO started in 1981 as EBBCO, with operations in Bunkering and Bitumen and has, over the years, supplied the asphalt for 85% of the Dubai -- Northern Emirates road network. EPPCO was transformed into petroleum retailing in 1988 as a joint venture between the Dubai Government and Caltex. In 2000 EPPCO became a 100% Dubai Government company. The very first EPPCO site was commissioned in 1988, in RAK, with 40 sites completed in year one and a total of 75 sites within two years.

EPPCO pioneered the convenience store business in the region and currently holds over 40% of the market share of convenience store business in the UAE.

EPPCO Retail was the first business in the UAE to have a two-day weekend over Friday and Saturday.

EPPCO was the first company to be electronically linked, via Intranet, before Internet access came to the UAE.

EPPCO launched the first fuel card in the UAE in 1992.

EPPCO launched the ENOC branded stations in 2000. EPPCO launched its own fresh food and gourmet coffee offer called Pronto Cafes in 2008.

EPPCO launched the first Green station in the region in 2010.

Every year, the entire management of EPPCO goes to work on sites, side by side with the station attendees, in appreciation of their efforts. The programme is called "Pump Up The Volume". EPPCO service stations currently serve around 75 million customers every year.

Superbrands