

ATN PETROLEUM COMPANY LIMITED

BUSINESS PLAN

MISSION STATEMENT

To practice professional marketing and distribution of petroleum products through our integrated operation, to provide quality value for money service and aim at continuously improving the economic value of stakeholder.

COMPANY INFORMATION

From trading in bulk to establishing our first petrol filling station in 2006 at Morogoro town, thus the establishment of the **ATN brand**. Now with over 25 petrol stations operating around the country.

MANAGEMENT

Name: Abdulatif Taalib Mohamed

Title: Managing Director

Name: Ajay K. Nimmagadda

Title: Manager Operations

Name: Ally M. Aljabry

Title: General Manager

VISION:

To become the leading petroleum company in Tanzania and in a neighbouring countries.

PRODUCTS AND SERVICES

Dealing with petroleum and diesel products as wholesale and retail. Accommodating over 56 million liters of products and supplying and delivering them to our customers with services such as transportation.

COSTS AND FINANCES

Total cost of the project is projected at 9 million US Dollars with the financing of a local bank with a Local Loan.

Funds Expenditure Breakdown in US Dollars:

Plant 8,000,000 million
Furniture and Fittings 120,000
Pre Expenses 900,000

MARKETING STRATEGY

Providing excellent services at competitive prices and ensuring delivery on time with customer satisfaction. Services to be provided at extra hours with minimal costs with distribution of products working ahead of schedule.