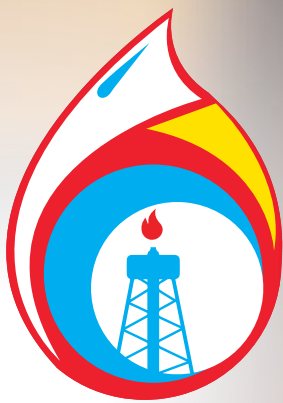


*Energy, Powering Growth*  
*August 2023 | Edition 1*

# *Pacific Petroleum Group Newsletter*



**PACIFIC PETROLEUM GROUP**  
*Energy, Powering Growth*



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## MESSAGE FROM THE CHIEF OPERATIONS OFFICER



Hello and welcome to the first edition of Pacific Newsletter.

On our journey towards 'EMBRACING CHANGE' this is yet another step from Pacific Petroleum Group towards staying dynamic in people, trends, technology, and service delivery.

With this newsletter we desire to connect with and update all our employees, customers, partners, and stakeholders. It gives me great pleasure to invite you to celebrate with us the various milestones we have achieved in the first half of the year 2023. We truly appreciate your support through this journey. So far, 2023 has been a successful year for Pacific Petroleum Group in terms of growth and new opportunities for all stakeholders. We value reputation the most as it is the foundation on which we have built our company. By understanding and embracing our clients' business needs we have aligned our vision, mission, and goals. We therefore have been able to build stronger and lasting relationships that will yield lasting results and outcomes.

Our major achievement in the first half of 2023 entails the rebranding of our Pacific brand. Our staff went through a rigorous exercise that resulted in a standardized brand

manual to give Pacific Petroleum Group a new look & feel that has enhanced customer experience the 'Pacific Way'.

We are the first company in South Sudan market to fully automate our operations at the depots and retail stations to increase our operational efficiency, to gain trust and improve overall customer service standards. We are excited to announce that Pacific Gas and our retail stations in South Sudan have been completed and we are ready to share the same experience in other countries namely DRC, Kenya.

Our Managing Director and other Directors vision of consistent growth and commitment to deliver high quality customer service in Oil & Gas sector is visible with our launch of Mazal Energy Limited in Tanzania and DRC (GOMA). We are now a member of BPS Tanzania through Mazal Energy which helps in availing products in Tanzania, DRC (Lubumbashi), Uganda, Rwanda and Burundi for all our bulk and retail customers. We also launched Mazal Gas (K) Limited, for the distribution of bulk LPG across the sub-Saharan region.

In our constant efforts to grow, we regularly make efforts and hire the best talent in the industry. We continually invest in the skill development of our staff through regular training in order to retain this valuable asset to the Group, improve our culture and work environment. To inculcate teamwork, we do regular activities and take initiatives that benefit both our employee well-being as well as our society. In this direction our Pacific Kenya and Amani Transporters & Logistics Ltd teams hiked Mt. Longonot while Pacific South Sudan hiked Jebel mountains.

We are still growing and with great amount of excitement look forward to what the second half of 2023 will unfold for the Group and all stakeholders.

We hope you enjoy reading this first edition of newsletter and we look forward to your valuable feedback for continuous improvement.

**Vishal Pareek**  
**Chief Operations Officer**

# ABOUT PACIFIC PETROLEUM GROUP

Pacific Petroleum Group is headquartered in Dubai, United Arab Emirates. The company was incorporated in 2010 with the aim of sourcing petroleum products from the Middle East, Asia and Europe and exporting them to all our African-based markets.

We are registered and operating as traders of crude oil from African markets to the global markets for refineries globally. Our focus is mainly on East, Central and Southern African markets ensuring reliable sustainable energy solutions that comply with international standards to help in the climate change agenda.

Pacific Group imports and trades petroleum products through Mombasa port via Kenya Government open Tender System (OTS) and sells it locally to its subsidiaries network in Kenya, Uganda and South Sudan.

To ensure we take care of our clients' needs

and increase convenience, have a presence in Tanzania via BPS as MAZAL Energy Ltd which enables us to supply Tanzania local customers and export to regional clients in DRC, Uganda, Rwanda, and Burundi.

Still more on our expansions, we have Amani Transporters & Logistics that has grown into an internationally respected company operating in several countries. Over the years we have made numerous iconic successful trips of fuel delivery throughout the East African region transporting fuel across the region.

Our focus as Pacific Petroleum Group and its subsidiaries is to provide, quality, timely delivery and commitment to safeguard health, safety and the environment. These have helped us to strengthen our position amongst the league of well-established companies. Service Delivery and Operational excellence are our main deliverables as we offer our customers unmatched delight.



# EMBRACING THE CHANGE

Good business practice requires a carefully planned performance management system. After the launch of the 2022-2025 Strategic Plan in the year 2022, new ways of working were adopted by the team. Some initiatives were implemented immediately while others were postponed for the next year. As the saying goes, 'well begun is half done', the Senior Management Team of Pacific Petroleum Group took time off the office and converged in Nairobi for the 2<sup>nd</sup> Pacific Group Annual Conference in January 2023. The aim of the conference was to prepare and craft the 2023 annual work plan based on the theme "Embrace the Change".

Senior Management Team looked at the bigger picture and came up with a Bal-

ance Score Card detailing the targets for each department to be accomplished within the year. The organization structure was revised. The two tools were a precursor of the annual budget that would drive the institution's desire. The three-day conference enabled the participants to resume their workstations with a clear understanding of Pacific's strategic direction. The Performance Management tool provided a pathway for empowering staff members to participate in taking the initiative to accomplish their tasks with the available resources.

Despite the tight schedule during the conference, the participants squeezed time for dinner and dance on the second day. The aim was to build synergies and bond towards a seamless operation amongst the staff. By the end of the conference, it was clear that life doesn't get better by chance but by change.



# EMBRACING THE CHANGE CONFERENCE PICTORIAL





# REBIRTH OF PACIFIC PETROLEUM

## *Pacific Petroleum's Petrol Station Rebranding across East & Central Africa*

Pacific Petroleum Group has established itself as a leading player in the energy industry across East and Central Africa. With subsidiaries in Kenya, Uganda, Western DRC, Southern DRC, Eastern DRC, Uganda and Tanzania, the company's petrol stations are an integral part of its brand presence. By implementing a cohesive and effective branding strategy across these diverse markets, Pacific Petroleum Group aims to create a strong and recognizable brand that resonates with customers throughout the region. Our new brand colors are Cyan blue which symbolizes: liveliness, tranquility, youth, and energy - This is the zeal that we intend to give our customers when providing you with services. Red symbolizes: Passion and Desire - This is passion and desire to serve our customers and stakeholders. Yellow symbolizes positive feelings: This is our commitment to offer-

ing you a great experience the Pacific way.

Pacific Petroleum Group prioritizes reinvention. We will continually work on keeping our brand and products fresh and up to our customers' expectations. With our expansions to different territories, we understand the need of maintaining internal standards in operation excellence, product quality, and customer delight. Our rebranding assures our customers 360 degrees' overhaul to bigger and better products and service standards.

Pacific Petroleum's petrol station branding strategy across our subsidiaries, is to show consistency in branding elements, respect local cultures, deliver exceptional customer experiences, engage with communities, and embrace innovation and sustainability. Our aim is to build a strong and recognizable brand that resonates with customers across the region thus continuing its growth and success in the dynamic energy industry of East and Central Africa.

# EMPLOYEE TESTIMONIALS



I joined Pacific Petroleum Group on 15th October 2022. Pacific is a great place to work with great support from everyone including top management.

I love working here because Pacific Group plays an important role in giving back to the community through corporate social responsibility and giving opportunities to the youth and the people of South Sudan by training them and giving them job opportunities.

I consider myself blessed working here.

*Dawa Betty – Customer Relations Officer,  
Pacific South Sudan*



I have a positive experience working at Pacific Petroleum Group! It's great to be part of an organization that values effective communication, diversity and inclusion, teamwork, and engagement. Having support from top management is also crucial for a positive work environment. It's fantastic that I feel loyal and engaged in my role at Pacific Petroleum Group. Working for a company that aligns with your values and provides a supportive atmosphere can contribute to job satisfaction and personal growth.

*Suman Shekhar – Operations & Logistics  
Manager, Pacific Kenya*





First and foremost, I am incredibly grateful for the friendly and supportive atmosphere within the organization. This made the onboarding process smooth and enjoyable. From the beginning, it has been evident that Amani truly values its employees, fostering a sense of belonging and camaraderie among the team.

I have had the opportunity to work closely with some exceptional individuals who are not only highly skilled but also passionate about their work, collaborating with such dedicated colleagues has been an enriching experience.

Amani apart is the company's unwavering commitment to customer satisfaction, prioritizing efficiency, reliability, and attention to detail. The Directors and management team at Amani deserves special appreciation for their open-door policy and willingness to listen to their employees' ideas and concerns. Their guidance and mentorship have been invaluable, and I feel encouraged to voice my opinions as we build on the dream and take on new challenges

*David Njau - Finance Manager  
Amani Transporters & Logistics Ltd*



I joined Pacific Petroleum Group on June 21, 2023 as Station Supervisor.

I have a team of devoted employees who work diligently and collaborate with me which motivates me to give the best and to improve on customer centricity.

I am happy to work at Pacific Petroleum Group because I am learning daily on dynamic Oil Industry. Pacific Petroleum Group allows me to be evaluated on the basis of very effective Performance Indexes.

Thanks to Pacific Petroleum Group Management who believed in me and continually develop me.

*Etape Shimuna -Station Manager, Likasi  
Pacific Lubumbashi - Congo*



I have been working at Pacific Petroleum for the last one year, and I must say that it has been an incredible experience. From day one, I have been welcomed into a team of knowledgeable and hardworking individuals who are passionate about their work.

Working in the petroleum industry can be challenging, but the company provides the necessary tools, training, and support for employees to succeed. They offer career growth opportunities, encourage professional development, and reward hard work and dedication. I appreciate the efforts they put in to make their employees feel valued. Overall, I am proud to be a part of this team, and I would highly recommend it as an employer to anyone who is interested in working in the industry.

The management at the company is one of the best I have worked with. They are always willing to listen and address any concerns that employees may have. They value their employees greatly and ensure that everyone is treated fairly and respectfully.

***Bijumon Thanikkal - Commercial Manager  
Pacific Uganda***



I started at Pacific Petroleum in November 2021 just after my graduation in Economics and Oil Management, as a pump attendant at the Pacific Kingasani station. After a few months I was selected to the position of manager of the Pacific station Selembao. I was then moved to work in the office and currently I am doing bulk in the commercial department. For me Pacific Petroleum is a company in progress, and I have gained experience in managing inventory, customer and team which I am happy about.

***Jeancy Tsipamba - Sales Executive Bulk  
Pacific Kinshasha - Congo***



# Our Commitment to a Thriving Workforce

Pacific Petroleum Group firmly believe that our employees are the heartbeat of our Group. We recognize the invaluable contributions they make and the pivotal role they play in our success. We prioritize their growth, well-being, and satisfaction by fostering a culture of respect and appreciation.

Our aim is to create a work environment where employees can thrive, excel, and find fulfillment in their careers. By fostering a culture that values their contributions, nurturing their growth, and prioritizing their well-being, we create a workplace where employees feel heard, valued, and empowered to contribute their best.

We understand that their professional development is key to their engagement and motivation, and we provide the necessary resources and support. Through transparent communication, recognition programs, and a sense of belonging, we cultivate a strong and positive work atmosphere. At Pacific we are committed to creating a thriving human capital that drives our organization forward as they also excel in their careers!

Our employee testimonials continue to warm our hearts as we thrive to be better and make them better.

*Beatrice Church*

Group HR Manager-Pacific Petroleum Group



## CONQUERING MT. LONGONOT

At Pacific Group, we believe in the power of team building and fostering great company culture. In our quest to create a positive work environment and promote our value of collaboration, we recently organized a thrilling team-building hike to Mt. Longonot for two of our subsidiaries in Kenya namely; Pacific Petroleum Ltd and Amani Transporters & Logistics Ltd.

On a bright sunny Saturday morning, our teams embarked on a journey to the foot of Mt. Longonot, through the beautiful scenery of the Great Rift Valley. The team braved the harsh sun and treacherous terrain as they conquered the 3.1km trail to the crater.

A good number of the team made the tough decision to go around the crater which was an additional 7.2km hike. It was full of fun as they cheered each other on to reach the peak of the mountain, known as Kilele Ngamia, which is at an altitude of 2780m above sea level. Despite

the challenges faced, team spirit and resilience carried the day.

This unique experience brought together our team members for an unforgettable day of physical challenges, personal growth, and bonding amidst the beauty of nature. We look forward to future adventures that inspire us to explore new heights together.



# Driving Efficiency through Automation

## Enhancing Efficiency and Productivity at Pacific Petroleum Group

Pacific Petroleum Group is embarking on a transformative journey by implementing automation technologies at its petrol station retail sites and depot site. With the rapid advancements in technology, automation offers immense opportunities to streamline operations, improve efficiency, and enhance overall productivity. We highlight automation and how Pacific Petroleum Group is leveraging these technologies to stay at the forefront of the industry.

### Automated Fuel Dispensing Systems at Petrol Station Retail Sites:

By implementing automated fuel dispensing systems at its petrol station retail sites, the company aims to enhance convenience and efficiency. These advanced systems enable customers to refuel their vehicles quickly and accurately, minimizing waiting times and reducing the risk of human error. With the integration of secure payment options, customers can complete transactions effortlessly, ensuring a smooth and hassle-free experience.



### Inventory Management and Supply Chain Automation

At the depot site located in Gumbo, Pacific Petroleum Group is implementing automation to optimize inventory management and streamline the supply chain. Automated systems track fuel levels, monitor stock, and generate real-time reports, providing invaluable insights into inventory status. By leveraging data analytics, the company can make data-driven decisions, reducing the risk of stockouts since its sourcing its products from Kenya and Tanzania and ensuring optimal inventory levels. Furthermore, automation enables seamless coordination between the depot site and petrol station retail sites, ensuring timely replenishment and minimizing disruptions.



### Maintenance and Safety Enhancements

Automation plays a crucial role in improving maintenance procedures and safety protocols. Pacific Petroleum Group is implementing predictive maintenance systems that utilize data analytics and machine learning algorithms to identify potential equipment failures before they occur. This proactive approach minimizes downtime, reduces maintenance costs, and enhances overall operational efficiency. Additionally, automation assists in monitoring safety protocols, such as leak detection systems and emergency shutdown mechanisms, ensuring compliance with stringent safety standards.



### Data Analytics and Reporting

With automation comes a wealth of data. Pacific Petroleum Group Ltd recognizes the value of data analytics in driving informed decision-making. By utilizing automated systems, the company can gather and analyze data related to fuel consumption patterns, customer behavior, and operational performance. These insights empower the company to identify trends, optimize processes, and tailor offerings to meet customer demands effectively.



# CUSTOMER TESTIMONIALS



“

This is to confirm that we have worked with Pacific Petroleum as our supplier for Fuel, Engine oils, and gas since 2021. They have adhered to all our standard quality requirements and are very reliable when it comes to delivery. We would recommend them if you have an interest in working with them.

*Theodore F. Lens*  
Procurement Manager  
International Mercy Corps – South Sudan

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“

This is to confirm that we have worked with Pacific Petroleum as our suppliers for Fuel since 2021. The company has shown resilience in the field of fuel deliveries to almost all parts of our functioning projects. Without hesitation, we are recommending them for further quest for future businesses.

*Procurement supervisor*  
MFS Belgium – South Sudan

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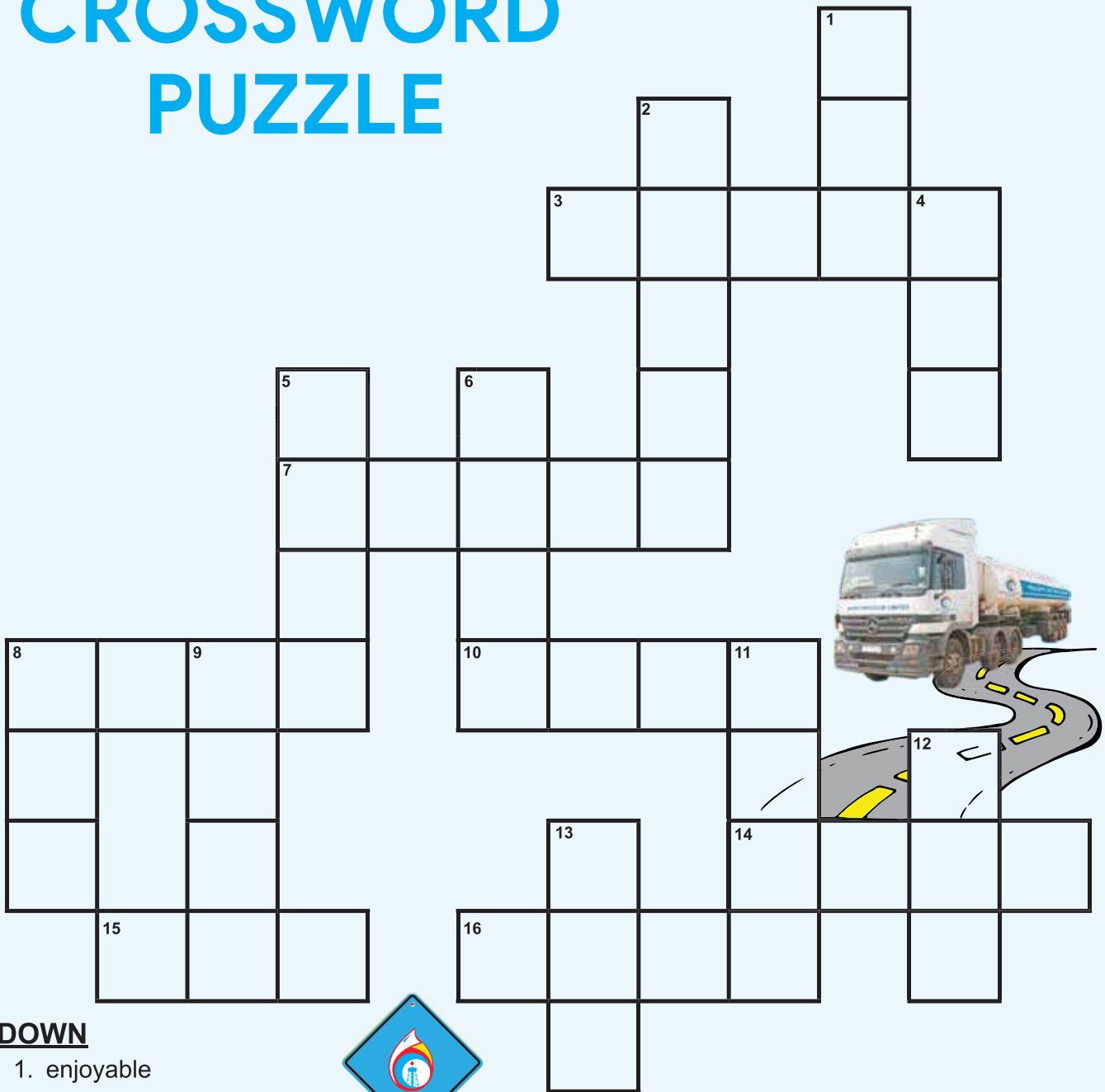


We are winners in  
South Sudan





# CROSSWORD PUZZLE



## DOWN

1. enjoyable
2. past tense of drive
4. a car needs this to run
5. not at home
6. past tense of go
8. a vehicle that has four wheels and an engine
9. when you travel somewhere quickly, you can say that you "made good \_\_\_\_"
11. to leave a car in a particular place
12. a vehicle that is larger than a car
13. a picture showing the roads of an area

## ACROSS

3. take something with you
7. "\_\_\_\_ are we going?"
8. a place where people live that is larger than a town
10. a journey to a place
14. a hard flat surface for vehicles to travel on
15. Kids often ask: "Are we there \_\_\_\_?"
16. to put things into a bag to take with you



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