

POTENTIAL VOLUME LOSS CALCULATION: Maake Filling Station.

Indicators:

Potential of projected volume share with competitor sites in Tzaneen trading Area: Tzaneen, Nkwankowa, Lenyene = 50% From the remaining potential volume sharing 50% only a percentage of 30% would likely stop in Rita / Maake - calculation: 15.00%

Total of : 65.00% of the new developments volume then originates from the trading area.
 Total Projected fuel volume sales : Year 1: 262,302 (including the volume generated by the adjacent shopping centre development.)
 Fuel volume sales sharing with competitor sites: 170,496 in the Local Trading Area.
 Fuel volume sales sharing with competitor sites outside the Local Trading Area: 91,806 Tzaneen town.

Performance of the service stations in the Trading Area: After calculated volume loss.					
Name	Market	% Market	Volume loss kl/site Year 1	Volume after loss Year 1	
NO NAME BRAND					
1) Ramalema (Mr ME Bopape)	235	16.02%	27	208	
Sub tot	235	16.02%			
TOTAL					
2) Lenyene (Mr Sekgobela)	248	16.91%	29	219	
Sub tot	248	16.91%			
BP.					
5) Ofcolaco	410	27.95%	48	362	
Sub tot	410	27.95%			
TEPCO					
3) Mohlaba crossings	159	10.84%	18	141	
Sub tot	159	10.84%			
ENGEN					
4) Ka- Mohlaba	255	17.38%	30	225	
Sub tot	255	17.38%			
CALTEX					
6) Caltex Site	160	10.91%	19	141	
Sub tot	160	10.91%			
TOTAL	1,467	100.00%	170		

Performance of the service stations in the Trading Area:

Name	Petrol	Diesel	Market	% Market
No Name Brand				
1) Ramalema (Mr ME Bopape)	220	15	235	16.02%
Sub tot	220	15	235	16.02%
TOTAL				
2) Lenyene (Mr Sekgobela)	230	18	248	16.91%
Sub tot	230	18	248	16.91%
BP.				
5) Ofcolaco	260	150	410	27.95%
Sub tot	260	150	410	27.95%
TEPCO				
3) Mohlaba crossings	150	9	159	10.84%
Sub tot	150	9	159	10.84%
ENGEN				
4) Ka- Mohlaba	235	20	255	17.38%
Sub tot	235	20	255	17.38%
CALTEX.				
6) Caktex site	145	15	160	10.91%
Sub tot	145	15	160	10.91%
TOTAL	1,240	227	1,467	100.00%

PETROL	DIESEL	TOTAL PETROL	TOTAL PETROL and DIESEL
84.53%	15.47%	84.53%	100.00%

Number of Service Station Sites

Average fuel sales for the all the Service Stations : liters.