

# CORPORATE **BROCHURE**



**GOIL**  
Good energy





## Our Vision

.... Is To Be A World-Class Provider Of Goods And Services In The Petroleum And Other Areas Of The Energy Industry.

## Our Mission

To market quality petroleum and other energy products and services in all its branches in an ethical, healthy, safe, environmentally friendly and socially responsible manner.

Produce and manufacture goods or provide services which enhance or support the marketing, distribution and sale of the company's products and services.



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## PROFILE

# GOIL, The Good Energy That Fuels The Nation



Ghana Oil Company Limited (GOIL) succeeded the marketing outfit of AGIP PETROLI, a subsidiary which was established in Ghana in 1960. In 1974, the Government of Ghana acquired 100 percent shares and changed the name to Ghana Oil Company Limited. The company's mission focuses on marketing quality petroleum and other energy products and services in a safe manner.

the company has been through a series of changes all along the way

Transforming it into an efficient and profitable entity in the Oil Marketing industry with the customer at the core of its business.

By a shareholders' resolution, the company adopted new Regulations and was converted into a Public Company, on the 1st August 2007.

Between 2010 and 2012, GOIL embarked on a successful rebranding drive, aimed at giving a fresh breath to the company. This saw GOIL with a new logo, and a changed way of doing things. This has resulted in improvement in its stations' outlook, targeting one station at a time using the magic of the new brand. The corporate culture has been dubbed "Good energy comes with a Smile", an important attribute aimed at exciting

the customer. Launching of the new GOIL took place on the 18th May 2012.

GOIL has maintained its leadership in Gasoline and Bunkering since the year 2002 and has been a major player in all the other industry products it markets. This is evident by the awards it continues to receive. Recognition and awards which the company has received include but not limited to the following; Marketing Campaign of the year award for 2014 from the Chartered Institute of Marketing Ghana (CIMG), for our automotive oils; GOIL Power Trotro and GOIL Super Taxi campaign. Another award was the Best Company in the Oil and Gas sector at the 3rd Association of Ghana Industries (AGI) in 2014. At the 2015 Ashanti Excellence Awards, GOIL

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was adjudged the best Oil Marketing Company. Aimilarly at the 2015 Ghana Club 100 awards, GOIL was adjudged the second overall best company.

GOIL also received 'the largest company' and the 'best listed company' at the Ghana stock exchange awards

GOIL is now ISO certified. Our ISO program started in 2008. In January 2015 our certification was approved and a formal presentation was made on the 12th of March 2015 at the GOIL Executive Centre. At this point, we can say GOIL is ready to venture into international markets, especially the West African sub region.

GOIL finds itself in a very competitive market, more so that the industry has been deregulated with the number of players increasing by the day. Regardless, we continue to hold our position in the marketing of petroleum products.



# PRODUCT LINES





## PRODUCTS AND SERVICES

### LUBRICANTS

Our rebranding came with a novelty and a continuous improvement program in customer satisfaction. Our efforts have been channeled into marketing lubricants that meet customer needs.

Our lubricants have been repackaged and given a more vibrant look. New lubricants have also been added to the range to attend to the varying needs of our customers.

Most of Our lubricants are produced by Tema Lube Oil Limited (TLOC). Those that cannot be blended are imported directly from Agip Petroli of Italy (well known for their research and marketing of lubricants).

GOIL's comprehensive range of lubricants vary from synthetic engine oils to mineral based engine oils for both petrol and diesel engines, multi grade and single grade lubricants for both petrol as well as diesel engines to high quality Gear oils. We also stock Hydraulic oils, Automatic Transmission Fluids (ATF), Brake Fluids, (DOT 3, and DOT 4), greases as well as Car Care Products.

The stringent specifications our oils meet include American Petroleum (APD), Military (MIL), European (CCMC), Asia (ACEA) and original Engine Manufacturers (OEM).



## Products And Services

# SERVICE STATIONS

GOIL has over 250 (two hundred and fifty) stations and still counting; the stations are spread across the length and breadth of the country. Our network of stations is categorized into 5 zones:-

1. Southern
2. Tema
3. Western
4. Middle Belt
5. Northern

These stations cater for the needs of our customers as we continue to improve on our services and facilities at the retail outlets.

Below are stations in each zone







**SOUTHERN  
ZONE**



**TEMA  
ZONE**



**WESTERN  
ZONE**



**MIDDLE BELT  
ZONE**



**NORTH  
ZONE**







## Products And Services

GOIL offers you different modes of payment for goods and services at the service stations. In addition to using cash, GOIL Coupons and GOIL Advantage cards are accepted. These payment options are available to individuals, companies, organizations and transport owners who wish to control expenditure.

## The Goil Coupon

GOIL coupons have been in use over the years and have become very popular nationwide. The coupons allow for less cash handling and control over fleet and driver's fuel consumption. The coupons have security features, and any missing coupons reported to GOIL can be blocked from use.

## The Go Card

The fast changing technological environment has necessitated the use of electronic card. GOIL has therefore, introduced its own e-card known as the GOIL Advantage Card. This card offers the user some extra benefits as follows;

1. **SECURITY** - eliminates loss of money through theft.
2. **CONVENIENCE** - can be used anytime of the day.
3. **PLAN** - assist customers to properly budget fuel usage.
4. **MONITORING** - facilitates close monitoring of fuel spending.
5. **AVAILABILITY** - the card service is at all our retail outlets country wide.
6. **GIFT** - could be used as a present.



## GO CAFE

Our service stations provide well stocked convenience shops. These shops are christened GO CAFÉ. They are well stocked with variety of items such as house-hold items, drinkables and confectionery.

GO CAFES have welcoming and smart staff, who give you a pleasant shopping experience.



# PRODUCTS AND SERVICES

## OUR FUELS

GOIL markets additivated fuels - super and diesel at all our outlets. They are called SUPER XP and DIESEL XP. In this advanced technological era, engines are more complicated. There are advanced engines, catalytic converters and computer diagnostic systems. These require more enhanced fuels and our XPs deliver real benefits to match them.

## ATTRIBUTES OF THE GOIL SUPER XP AND DIESEL XP

1. EXTEND ENGINE LIFE - strengthened with deposit cleansing abilities.
2. EXCELLENT ACCELERATION - offer improved combustion and more energy.
3. EXTRA MILEAGE PER DISTANCE - active constituents reduce consumption and save fuel.
4. ENVIRONMENTALLY FRIENDLY - reduce carbon emissions etc.

## LIQUEFIED PETROLEUM GAS

GOIL is the market leader in the LPG (Liquefied Petroleum Gas) market. Our clientele base comprises retail outlets and direct bulk consumers. We also boast of an unmatched fleet of LPG Bulk Road Vehicles (BRVs) making GOIL a force to reckon with.

GOIL has over 40 (forty) LPG Filling Plants and spread across the length and breadth of the country and two depots in Tema and Kumasi. We proudly have over 300 direct bulk consumers i.e. schools, factories, hotels, hospitals, restaurants, Government Ministries, Departments and Agencies etc.

We have an experienced technical team and engineers who are trained to assist customers to solve challenges and concerns at the LPG facilities and installations. We are passionate about safety issues therefore, LPG training sessions are organized annually focusing on all players within the supply chain.

GOIL is second to none when it comes to LPG in Ghana. You are assured of our satisfactory service at all times.



**BELOW ARE OUR FILLING PLANTS  
AND OUTLETS IN EACH ZONE**

**SOUTH ZONE - 23**

- BURMA CAMP
- ANYAA
- DANSOMAN
- KASOA
- KWABENYA
- KASOA
- DOBRO
- MALLAM JNCT
- GBAWE
- FRAFRAHA
- POKUASE
- POKUASE
- AIR FORCE BASE
- KORLE GONNO
- TESHIE
- MADINA
- ANYINAM
- BUNSO
- BEGORO
- SUHUM
- KUKURANTUMI
- KOFORIDUA
- MPREASO

**TEMA ZONE - 6**

- HO
- ASHIAMAN
- KPONG
- AFLAORD. /TEMA
- ASHIAMAN
- ADA

**WESTERN ZONE - 7**

- WINNEBA
- YESUNKWAN
- CAPE COAST
- TAKORADI
- TARKWA

**NORTHERN ZONE - 1**

- DUNGU-TAMALE





## Bitumen

GOIL has been in the Bitumen business since 2004, selling to road contractors all over the country. We have helped tar some of the nation's busiest roads in the various regions such as, sections of the Wenchi to Wa highway, Nkoransa to - Ejura and many more.

## AVIATION BUSINESS

GOIL has been in the Aviation business for years. The fuel marketed in the industry by GOIL is the Jet Fuel or Aviation Turbine Kerosene (ATK). It is a type of aviation fuel designed for use in aircrafts. The most commonly used fuels for commercial aviation are Jet A and Jet A-1, which are produced to standardized international specifications.

By the industry practice in Ghana, all our Jet A-1 fuel supplies come from the Tema Oil Refinery (TOR) from where it is transported to the Joint User Hydrant Installation (JUHI) facility at the Kotoka International Airport (KIA), Takoradi and Kumasi ATK depots by Bulk Road Vehicles (BRVs). The Jet A-1 supplied to our customers meets the requirements of the latest version of the Aviation Fuel Quality Requirements for Jointly Operated Systems (AFQRJOS) "Check List". The Check List was drawn up by the major international oil supply companies designed to ensure uniform quality standards for civil jet fuels world-wide (excluding USA). This comprises the most restrictive requirements of the major fuel specifications.

Again, Ghana Oil Company Limited (GOIL) into-plane service, assures our customers of product quality from the refinery to the aircraft.

GOIL's partnership with ENI of Italy (also into aviation fuels and lubricants) enabled access into the international market. It has also helped promote safety, quality control and efficiency at our aviation fuel facilities and developed greater global standardization of our aviation fuel operating standards. ENI supports GOIL, with training programs for aviation staff.

## PARTICIPATION





## **IN JUHI AT K.I.A.**

The Company acquired 33<sup>1</sup>/<sub>3</sub>% interest in the ownership of the Joint User Hydrant Installation (JUHI) at the Kotoka International Airport in 2012. This means that GOIL jointly owns equal shares with Total and Vivo in the facility. The JUHI is a depot facility at the K.I.A. for storing Jet A-1 fuel. The depot is linked to the tarmac by pipelines (hydrants) for dispensing Jet A-1 fuel to aircrafts that call at the K.I.A.

GOIL through this acquisition and its partnerships with ENI supplies Jet A-1 to both International and Local Airlines such as Alitalia, Royal Air Maroc, DHL, Cargolux, Gian Air, Arik Air, Africa World Airlines, AeroSurveys (StarBow), Antrak Air and the Ghana Airforce at the Airport in Accra.

## **TAKORADI AVIATION FACILITY**

GOIL has constructed a modern Jet A-1 fuel depot at the Takoradi Air Force Base with a capacity of 90,000 lts with filtration systems for dispensing the Jet A-1 to helicopters and Aircrafts that call at Takoradi for its operations. The construction of this facility was in anticipation of the need for the supply of Jet A-1 to helicopters that will operate between Takoradi and the Rigs or exploration and production activity at the Cape Three Points. NHV Aviation and INAER Aviation are making full use of this facility.

## **KUMASI AVIATION FACILITY**

Additionally, GOIL has a containerized storage facility with an airside bowser with a capacity of 36,000 lts with filtration systems for dispensing Jet A-1 to Aircrafts that operate from Kumasi under the most stringent safety and environmental standards.

It is meant to bridge supplies to commercial local and international airlines that need refueling at the Kumasi Airport.

Some local airlines are now taking advantage of the facility.





## **BUNKERING**

Our bunkering business sees to the supply of petroleum products to ocean going crafts and all related activities. These ocean going crafts are trawlers, fishing boats, tug boats, cruise liners, cargo vessels and exploration rigs. Our key customers are fall under the following; Fishing Companies, Shipping Lines, Exploration Companies, and Inshore Marine Gas Oil Dealers among others.

The products marketed to these Ocean-going vessels are Marine Gas Oil (MGO), Fuel Oil and Marine Lubricants.

In the near future we hope to market Liquefied Natural Gas (LNG) as an additional product to the marine fuel range. Our supplies of bunkering products are done at Tema Fishing Harbor, Tema Main Harbor, Takoradi Port and the Sekondi Naval Base.

## **CONSUMER BUSINESS**

Our consumer customers mainly patronize Super, Diesel, Naphtha, Kerosene, Residual Fuel Oil (RFO) and other lubricants. Consumers are classified by the industry they belong to. They can be found in the Transport, Food and Beverage, Banking, Construction, Hotels, Utilities, Manufacturing and Telecommunication among others. They are further grouped into Private businesses and Ministries-Departments and Agencies.

We have over 90 active consumer customers patronizing our high quality fuels and lubricants. We collaborate and support customers with our high quality customer service, building long lasting relationships. We advise and install facilities, providing underground storage tanks, dispensing pumps and many other accessories. We also offer sale services.

Some of our major customers are Metro Mass Transport, P.W. Ghana Limited, Blue Skies Co. Ltd, Trasacco Estate Dev. LTD, Movenpick Hotel, China Railway Wuju, Vodafon GH, Zoom Lion etc.

[www.goil.com](http://www.goil.com)



# The Ultimate Service

GOIL is here to make filling your tank a breeze

We believe in Ghana and we're proud to be the Good Energy that supports Ghana's progress, through our quality Products and Services.



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