

What we need before we build

A short form per station, plus a photo list. Fill these in and the website can be built without a single guess.

How this works

- 1 **Head office** completes the Group Information sheet (page 2) — one only.
- 2 **Each station manager** completes their own station sheet (pages 3–8). Walk the forecourt with it in hand rather than filling it in from memory — the details are the point.
- 3 **Take the photographs** on the shot list (page 9) and tick them off as you go.
- 4 **Send everything back** — photograph or scan the completed sheets and send them with the photos to the contact below.

SEND COMPLETED SHEETS & PHOTOS TO

Name

WhatsApp

Email

Return by (date)

WHY EACH PART MATTERS

- **Addresses & GPS pins** feed your Google listings — this is how travellers find you.
- **Facilities & hours** are what someone checks at 4am on the road.
- **Fleet & bulk diesel details** drive the highest-value page on the site.
- **Photographs** do more for credibility than any amount of writing.

Before the site goes live: five of the six sites carry the Engen brand. Engen's dealer marketing team must approve how the Engen name, logo and imagery appear on the website. Start that conversation early — and ask at the same time whether any co-op or dealer marketing funding is available towards the build. Dealers often aren't told.

A note on honesty: don't tick a facility that isn't genuinely there or genuinely working. A traveller who drives 40 km for a car wash that has been broken for a year does more damage than not listing it at all.

WHAT IS IN THIS PACK

Sheet 1	Group information — head office completes once
Sheets 2–7	One sheet per station — Bendor, Maokeng, Mamaila, Rissik Street, Tibani, MBT Steilloop
Sheet 8	Photo shot list — twelve shots per station, with a tick-off grid and a consent slip

Nothing here is optional busywork — every field on these sheets ends up somewhere on the website or in a Google listing. Where a detail is missing, the page either gets left blank or gets guessed, and guesses on a filling station website cost you customers who drove there.

Gerdro Group — head office

Completed once, by head office. Everything here appears somewhere on the website or in its legal footer.

THE COMPANY

Registered company name

.....

Trading name to use on the site

.....

Company reg. no. VAT no.

Head office address

.....

Main phone Email

Year the group started Total staff

Domain already owned? ☐ Yes —
☐ No

Existing website to replace? ☐ Yes —
☐ No

THE STORY — HOW THE GROUP STARTED, WHO RUNS IT, WHAT IT STANDS FOR

.....

.....

.....

.....

.....

ENGEN RELATIONSHIP

Dealer principal

Engen marketing / brand contact

.....

Their email

Website use approved by Engen? ☐ Not asked yet
☐ Asked ☐ Approved

Co-op / dealer marketing fund available? ☐ Yes ☐ No
☐ Not sure

FLEET & BULK DIESEL — THE SITE'S MOST VALUABLE PAGE

Who handles these enquiries

.....

Direct phone Email

Do you deliver bulk diesel? ☐ Yes ☐ No

Delivery radius (km) Minimum order (litres)

Do you supply / install tanks or pumps? ☐ Yes ☐ No

Fleet cards accepted across the group

.....

Typical fleet customers ☐ Farming ☐ Transport

☐ Mining ☐ Construction

☐ Municipal / government ☐ Other —

DIGITAL ASSETS

Logo in vector format (AI, EPS, SVG or PDF)? ☐ Yes

☐ No ☐ Not sure

Who holds the logo files

.....

Google Business Profiles claimed of 6

Who holds the Google login

.....

Who holds the Facebook page logins

.....

Brand colours to confirm: leaf green **#76C02B**, dark green **#2B3B17** ☐ Correct ☐ Not correct —

ANYTHING ELSE WORTH SAYING

Awards, accreditations, memberships

.....

Group-wide community or sponsorship work

.....

Do you want a careers page? ☐ Yes ☐ No

Roles you hire most often

.....

COMPLETED BY

Name

Date

01 Engen Bendor

To be completed by the station manager, on the forecourt — not from memory. Leave a field blank rather than guessing.

FINDING THE STATION

Name exactly as it should appear

Brand ☐ Engen ☐ MBT ☐ Other —

Street address

Town Province

Postal code

Google Maps pin drop a pin, share, paste the link

Which road, and where on it e.g. "on the R518, 40 km north of Mokopane"

Landmark locals use to describe it

Phone WhatsApp

Facebook page link

Google listing claimed? ☐ Yes ☐ No ☐ Not sure — managed by

OPENING HOURS

☐ Open 24 hours, 7 days — skip the rest of this block

Mon–Fri Sat Sun

Public holidays

Does the shop close before the pumps? ☐ No

☐ Yes — shop closes

FUEL & FORECOURT

Fuels sold

☐ Unleaded 95 ☐ Unleaded 93 ☐ Diesel 50ppm

☐ Diesel 500ppm ☐ LPG ☐ Paraffin

Pump islands Nozzles

Truck-friendly? ☐ Yes ☐ No — can a superlink turn in?

☐ Yes ☐ No

Dedicated truck bay or parking? ☐ Yes ☐ No

Generator during load-shedding? ☐ Yes ☐ No — do the pumps run on it? ☐ Yes ☐ No

On site ☐ Air & water ☐ Tyre bay ☐ Oil change

☐ Mechanical workshop ☐ Car wash — ☐ manual

☐ automatic

COMPLETED BY

Name

Date

PEOPLE

Station manager

Contact number Staff on site

Local sponsorships, schools, community work

SHOP, FOOD & FACILITIES

Shop ☐ Engen Quickshop ☐ Other —

Food or bakery brand on site

☐ Hot coffee ☐ Hot food ☐ Fresh bakery

☐ Ice ☐ Gas refills ☐ Airtime & electricity

☐ Lottery ☐ ATM — which bank

Toilets ☐ Public ☐ Wheelchair accessible

☐ Baby change ☐ None available

Anything else on the property ATM lobby, seating, playground, overnight parking, accommodation nearby

PAYMENT & ACCOUNTS

☐ Cards / tap ☐ Cash ☐ SnapScan or Zapper

☐ Garage card ☐ Account customers served here

Fleet cards accepted at this site

Engen loyalty / rewards active here? ☐ Yes ☐ No

☐ Not sure

confirm the current programme name with Engen before it goes on the site

WHY THIS STATION? — THE MOST USEFUL BOX ON THE PAGE

Why does someone choose this stop over the next one? Two or three sentences in your own words. "Only 24-hour fuel between X and Y" is worth more than a page of adjectives.

ANYTHING WRONG ONLINE RIGHT NOW?

Wrong hours on Google, old or duplicate listings, bad photos, reviews that need a reply, the pin dropped in the wrong place.

02 Engen Maokeng

To be completed by the station manager, on the forecourt — not from memory. Leave a field blank rather than guessing.

FINDING THE STATION

Name exactly as it should appear

Brand ☐ Engen ☐ MBT ☐ Other —

Street address

Town Province

Postal code

Google Maps pin drop a pin, share, paste the link

Which road, and where on it e.g. "on the R518, 40 km north of Mokopane"

Landmark locals use to describe it

Phone WhatsApp

Facebook page link

Google listing claimed? ☐ Yes ☐ No ☐ Not sure — managed by

OPENING HOURS

☐ Open 24 hours, 7 days — skip the rest of this block

Mon–Fri Sat Sun

Public holidays

Does the shop close before the pumps? ☐ No

☐ Yes — shop closes

FUEL & FORECOURT

Fuels sold

☐ Unleaded 95 ☐ Unleaded 93 ☐ Diesel 50ppm

☐ Diesel 500ppm ☐ LPG ☐ Paraffin

Pump islands Nozzles

Truck-friendly? ☐ Yes ☐ No — can a superlink turn in?

☐ Yes ☐ No

Dedicated truck bay or parking? ☐ Yes ☐ No

Generator during load-shedding? ☐ Yes ☐ No — do the pumps run on it? ☐ Yes ☐ No

On site ☐ Air & water ☐ Tyre bay ☐ Oil change

☐ Mechanical workshop ☐ Car wash — ☐ manual

☐ automatic

COMPLETED BY

Name

Date

PEOPLE

Station manager

Contact number Staff on site

Local sponsorships, schools, community work

SHOP, FOOD & FACILITIES

Shop ☐ Engen Quickshop ☐ Other —

Food or bakery brand on site

☐ Hot coffee ☐ Hot food ☐ Fresh bakery

☐ Ice ☐ Gas refills ☐ Airtime & electricity

☐ Lottery ☐ ATM — which bank

Toilets ☐ Public ☐ Wheelchair accessible

☐ Baby change ☐ None available

Anything else on the property ATM lobby, seating, playground, overnight parking, accommodation nearby

PAYMENT & ACCOUNTS

☐ Cards / tap ☐ Cash ☐ SnapScan or Zapper

☐ Garage card ☐ Account customers served here

Fleet cards accepted at this site

Engen loyalty / rewards active here? ☐ Yes ☐ No

☐ Not sure

confirm the current programme name with Engen before it goes on the site

WHY THIS STATION? — THE MOST USEFUL BOX ON THE PAGE

Why does someone choose this stop over the next one? Two or three sentences in your own words. "Only 24-hour fuel between X and Y" is worth more than a page of adjectives.

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03 Engen Mamaila

To be completed by the station manager, on the forecourt — not from memory. Leave a field blank rather than guessing.

FINDING THE STATION

Name exactly as it should appear

Brand ☐ Engen ☐ MBT ☐ Other —

Street address

Town Province

Postal code

Google Maps pin drop a pin, share, paste the link

Which road, and where on it e.g. "on the R518, 40 km north of Mokopane"

Landmark locals use to describe it

Phone WhatsApp

Facebook page link

Google listing claimed? ☐ Yes ☐ No ☐ Not sure — managed by

OPENING HOURS

☐ Open 24 hours, 7 days — skip the rest of this block

Mon–Fri Sat Sun

Public holidays

Does the shop close before the pumps? ☐ No

☐ Yes — shop closes

FUEL & FORECOURT

Fuels sold

☐ Unleaded 95 ☐ Unleaded 93 ☐ Diesel 50ppm

☐ Diesel 500ppm ☐ LPG ☐ Paraffin

Pump islands Nozzles

Truck-friendly? ☐ Yes ☐ No — can a superlink turn in?

☐ Yes ☐ No

Dedicated truck bay or parking? ☐ Yes ☐ No

Generator during load-shedding? ☐ Yes ☐ No — do the pumps run on it? ☐ Yes ☐ No

On site ☐ Air & water ☐ Tyre bay ☐ Oil change

☐ Mechanical workshop ☐ Car wash — ☐ manual

☐ automatic

COMPLETED BY

Name

Date

PEOPLE

Station manager

Contact number Staff on site

Local sponsorships, schools, community work

SHOP, FOOD & FACILITIES

Shop ☐ Engen Quickshop ☐ Other —

Food or bakery brand on site

☐ Hot coffee ☐ Hot food ☐ Fresh bakery

☐ Ice ☐ Gas refills ☐ Airtime & electricity

☐ Lottery ☐ ATM — which bank

Toilets ☐ Public ☐ Wheelchair accessible

☐ Baby change ☐ None available

Anything else on the property ATM lobby, seating, playground, overnight parking, accommodation nearby

PAYMENT & ACCOUNTS

☐ Cards / tap ☐ Cash ☐ SnapScan or Zapper

☐ Garage card ☐ Account customers served here

Fleet cards accepted at this site

Engen loyalty / rewards active here? ☐ Yes ☐ No

☐ Not sure

confirm the current programme name with Engen before it goes on the site

WHY THIS STATION? — THE MOST USEFUL BOX ON THE PAGE

Why does someone choose this stop over the next one? Two or three sentences in your own words. "Only 24-hour fuel between X and Y" is worth more than a page of adjectives.

ANYTHING WRONG ONLINE RIGHT NOW?

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04 Engen Rissik Street

To be completed by the station manager, on the forecourt — not from memory. Leave a field blank rather than guessing.

FINDING THE STATION

Name exactly as it should appear

Brand ☐ Engen ☐ MBT ☐ Other —

Street address

Town Province

Postal code

Google Maps pin drop a pin, share, paste the link

Which road, and where on it e.g. "on the R518, 40 km north of Mokopane"

Landmark locals use to describe it

Phone WhatsApp

Facebook page link

Google listing claimed? ☐ Yes ☐ No ☐ Not sure — managed by

OPENING HOURS

☐ Open 24 hours, 7 days — skip the rest of this block

Mon–Fri Sat Sun

Public holidays

Does the shop close before the pumps? ☐ No

☐ Yes — shop closes

FUEL & FORECOURT

Fuels sold

☐ Unleaded 95 ☐ Unleaded 93 ☐ Diesel 50ppm

☐ Diesel 500ppm ☐ LPG ☐ Paraffin

Pump islands Nozzles

Truck-friendly? ☐ Yes ☐ No — can a superlink turn in?

☐ Yes ☐ No

Dedicated truck bay or parking? ☐ Yes ☐ No

Generator during load-shedding? ☐ Yes ☐ No — do the pumps run on it? ☐ Yes ☐ No

On site ☐ Air & water ☐ Tyre bay ☐ Oil change

☐ Mechanical workshop ☐ Car wash — ☐ manual

☐ automatic

COMPLETED BY

Name

Date

PEOPLE

Station manager

Contact number Staff on site

Local sponsorships, schools, community work

SHOP, FOOD & FACILITIES

Shop ☐ Engen Quickshop ☐ Other —

Food or bakery brand on site

☐ Hot coffee ☐ Hot food ☐ Fresh bakery

☐ Ice ☐ Gas refills ☐ Airtime & electricity

☐ Lottery ☐ ATM — which bank

Toilets ☐ Public ☐ Wheelchair accessible

☐ Baby change ☐ None available

Anything else on the property ATM lobby, seating, playground, overnight parking, accommodation nearby

PAYMENT & ACCOUNTS

☐ Cards / tap ☐ Cash ☐ SnapScan or Zapper

☐ Garage card ☐ Account customers served here

Fleet cards accepted at this site

Engen loyalty / rewards active here? ☐ Yes ☐ No

☐ Not sure

confirm the current programme name with Engen before it goes on the site

WHY THIS STATION? — THE MOST USEFUL BOX ON THE PAGE

Why does someone choose this stop over the next one? Two or three sentences in your own words. "Only 24-hour fuel between X and Y" is worth more than a page of adjectives.

ANYTHING WRONG ONLINE RIGHT NOW?

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05 Engen Tibani

To be completed by the station manager, on the forecourt — not from memory. Leave a field blank rather than guessing.

FINDING THE STATION

Name exactly as it should appear

Brand ☐ Engen ☐ MBT ☐ Other —

Street address

Town Province

Postal code

Google Maps pin drop a pin, share, paste the link

Which road, and where on it e.g. "on the R518, 40 km north of Mokopane"

Landmark locals use to describe it

Phone WhatsApp

Facebook page link

Google listing claimed? ☐ Yes ☐ No ☐ Not sure — managed by

OPENING HOURS

☐ Open 24 hours, 7 days — skip the rest of this block

Mon–Fri Sat Sun

Public holidays

Does the shop close before the pumps? ☐ No

☐ Yes — shop closes

FUEL & FORECOURT

Fuels sold

☐ Unleaded 95 ☐ Unleaded 93 ☐ Diesel 50ppm

☐ Diesel 500ppm ☐ LPG ☐ Paraffin

Pump islands Nozzles

Truck-friendly? ☐ Yes ☐ No — can a superlink turn in?

☐ Yes ☐ No

Dedicated truck bay or parking? ☐ Yes ☐ No

Generator during load-shedding? ☐ Yes ☐ No — do the pumps run on it? ☐ Yes ☐ No

On site ☐ Air & water ☐ Tyre bay ☐ Oil change

☐ Mechanical workshop ☐ Car wash — ☐ manual

☐ automatic

COMPLETED BY

Name

Date

PEOPLE

Station manager

Contact number Staff on site

Local sponsorships, schools, community work

SHOP, FOOD & FACILITIES

Shop ☐ Engen Quickshop ☐ Other —

Food or bakery brand on site

☐ Hot coffee ☐ Hot food ☐ Fresh bakery

☐ Ice ☐ Gas refills ☐ Airtime & electricity

☐ Lottery ☐ ATM — which bank

Toilets ☐ Public ☐ Wheelchair accessible

☐ Baby change ☐ None available

Anything else on the property ATM lobby, seating, playground, overnight parking, accommodation nearby

PAYMENT & ACCOUNTS

☐ Cards / tap ☐ Cash ☐ SnapScan or Zapper

☐ Garage card ☐ Account customers served here

Fleet cards accepted at this site

Engen loyalty / rewards active here? ☐ Yes ☐ No

☐ Not sure

confirm the current programme name with Engen before it goes on the site

WHY THIS STATION? — THE MOST USEFUL BOX ON THE PAGE

Why does someone choose this stop over the next one? Two or three sentences in your own words. "Only 24-hour fuel between X and Y" is worth more than a page of adjectives.

ANYTHING WRONG ONLINE RIGHT NOW?

Wrong hours on Google, old or duplicate listings, bad photos, reviews that need a reply, the pin dropped in the wrong place.

06 MBT Steilloop

To be completed by the station manager, on the forecourt — not from memory. Leave a field blank rather than guessing.

FINDING THE STATION

Name exactly as it should appear

Brand ☐ Engen ☐ MBT ☐ Other —

Street address

Town Province

Postal code

Google Maps pin drop a pin, share, paste the link

Which road, and where on it e.g. "on the R518, 40 km north of Mokopane"

Landmark locals use to describe it

Phone WhatsApp

Facebook page link

Google listing claimed? ☐ Yes ☐ No ☐ Not sure — managed by

OPENING HOURS

☐ Open 24 hours, 7 days — skip the rest of this block

Mon–Fri Sat Sun

Public holidays

Does the shop close before the pumps? ☐ No

☐ Yes — shop closes

FUEL & FORECOURT

Fuels sold

☐ Unleaded 95 ☐ Unleaded 93 ☐ Diesel 50ppm

☐ Diesel 500ppm ☐ LPG ☐ Paraffin

Pump islands Nozzles

Truck-friendly? ☐ Yes ☐ No — can a superlink turn in?

☐ Yes ☐ No

Dedicated truck bay or parking? ☐ Yes ☐ No

Generator during load-shedding? ☐ Yes ☐ No — do the pumps run on it? ☐ Yes ☐ No

On site ☐ Air & water ☐ Tyre bay ☐ Oil change

☐ Mechanical workshop ☐ Car wash — ☐ manual

☐ automatic

COMPLETED BY

Name

Date

PEOPLE

Station manager

Contact number Staff on site

Local sponsorships, schools, community work

SHOP, FOOD & FACILITIES

Shop ☐ Convenience shop ☐ Other —

Food or bakery brand on site

☐ Hot coffee ☐ Hot food ☐ Fresh bakery

☐ Ice ☐ Gas refills ☐ Airtime & electricity

☐ Lottery ☐ ATM — which bank

Toilets ☐ Public ☐ Wheelchair accessible

☐ Baby change ☐ None available

Anything else on the property ATM lobby, seating, playground, overnight parking, accommodation nearby

PAYMENT & ACCOUNTS

☐ Cards / tap ☐ Cash ☐ SnapScan or Zapper

☐ Garage card ☐ Account customers served here

Fleet cards accepted at this site

Any loyalty or rewards offer at this site? ☐ Yes —

☐ No

WHY THIS STATION? — THE MOST USEFUL BOX ON THE PAGE

Why does someone choose this stop over the next one? Two or three sentences in your own words. "Only 24-hour fuel between X and Y" is worth more than a page of adjectives.

ANYTHING WRONG ONLINE RIGHT NOW?

Wrong hours on Google, old or duplicate listings, bad photos, reviews that need a reply, the pin dropped in the wrong place.

What to photograph, at every station

Tick each shot off as it is taken. A phone camera is fine — how you shoot matters more than what you shoot with.

SHOT	BENDOR	MAOKENG	MAMAILA	RISSIK STREET	TIBANI	STEILLOOP
1 Forecourt, wide, from the road Signage and canopy both in frame. This becomes the main photo of the station.	☐	☐	☐	☐	☐	☐
2 Forecourt at night, lit Essential for any 24-hour site — it is the single most reassuring photo you can take.	☐	☐	☐	☐	☐	☐
3 Pump island, straight on Clean, no vehicles blocking, nozzles hung up.	☐	☐	☐	☐	☐	☐
4 Price board and entrance signage Shows the brand and that the site is trading.	☐	☐	☐	☐	☐	☐
5 Shop interior, wide Lights on, shelves faced, floor clear.	☐	☐	☐	☐	☐	☐
6 Counter and coffee area Close enough to see the coffee machine and the food on offer.	☐	☐	☐	☐	☐	☐
7 Toilets Yes, really. Clean toilets are why travellers choose one stop over another.	☐	☐	☐	☐	☐	☐
8 Car wash, tyre bay or workshop Only if the site has one and it is working.	☐	☐	☐	☐	☐	☐
9 Truck bay with a truck in it Only for truck-friendly sites — shows the space is real.	☐	☐	☐	☐	☐	☐
10 Staff group photo Outside, under the canopy, everyone in uniform.	☐	☐	☐	☐	☐	☐
11 Attendant serving a vehicle A working shot, not posed. Consent needed — see below.	☐	☐	☐	☐	☐	☐
12 The road and surroundings Gives a rural site a sense of place. Sells the stop as a landmark.	☐	☐	☐	☐	☐	☐

HOW TO SHOOT THEM

- **Landscape orientation**, always. Portrait photos do not fit a website banner.
- **Wipe the lens first**. Most bad forecourt photos are just a dirty phone.
- **Mid-morning or late afternoon**. Midday sun flattens everything and throws hard shadows.
- **Never shoot into the sun**. Put it behind you.
- **Clear the frame first** — litter, cones, bins, staff cars, delivery trucks. Nothing broken or out of order in shot.
- Get the **brand signage** into at least two shots per site, and **take more than you need** — twenty per station gives us something to choose from.

HOW TO SEND THEM

- **Send originals, not WhatsApp-compressed copies**. WhatsApp crushes photos to a quality that looks poor on a website.
- In WhatsApp, use **Attach → Document** rather than **Attach → Gallery**. Or email them, or drop them in a shared Google Drive folder.
- Name the files with the station and a number: **steilloop-01.jpg, steilloop-02.jpg**.
- Keep each station's photos in its own folder.

Photos taken by

Date Station

PERMISSION FOR PHOTOGRAPHS OF PEOPLE

Anyone recognisable in a photograph used on the website or on social media must agree to it in writing first. Copy this slip for each person, or take a photo of a signed page — a WhatsApp message saying yes also works, as long as it is kept.

I agree that photographs of me taken at may be used on Gerdro's website, social media pages and marketing material.

Name Signature Date