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WINNING TEAM – (LtR) Janice Kitching and Owen Peters from Caltex Kokstad received the overall prize money of R75-000 from CECM CEO Clive Berlyn.

PERSEVERANCE & TEAM EFFORT PAY OFF FOR KOKSTAD CALTEX

APRIL 2017 - TEAMWORK and great customer service proved to be the secret to success for Kokstad Caltex service station when they brought home the grand prize in the “Every One’s a Winner” competition run by Caltex Eastern Cape Marketer (CECM) for more than 90 retailers in their network across the province.

Proving that bigger doesn’t always mean better, father-and-daughter team Owen Peters and Janice Kitching, owner and manager respectively of the service station in the small town of Kokstad, saw off competition from the main centres of the Eastern Cape and were rewarded with the R75,000 grand prize at CECM’s recent annual retailer conference.

Kokstad Caltex claimed the prize by beating their targets for fuel sales volume and stock management, maintaining the high standards of site upkeep and cleanliness required of Caltex retailers, and delivering excellent service to their customers in the fast-growing small town and travellers on the busy border between the Eastern Cape and KwaZulu-Natal.

“It’s about perseverance and teamwork,” said Janice, looking back on the major revamp in 2015 that saw the site completely rebuilt for improved access and greater convenience, offering additional fuel pumps and a flagship FreshStop store.

“We focus on getting every piece of the business right – from making sure the tanks are always full to being there with help and advice for our customers. Getting that right takes teamwork, it can’t be a one-man show, and we definitely have a great team.

“We really want to thank all our staff for their hard work in getting us to the top of the competition, as well as our customers because without their ongoing support we will not be able to meet our fuel targets,” she said.

The Kokstad Caltex team are working hard to “go green” and make their business more environmentally friendly and energy efficient. The prize money would go a long way towards helping with that drive, Janice said, and would be put towards installing solar panels on the roof.

CECM chief executive Clive Berlyn said the competition had enabled the company to reward excellence and recognise dealers who “go the extra mile”.

“The success of Kokstad Caltex just shows the strength of family businesses, the importance of recognising teamwork, and that you don’t have to operate in a big city to be successful,” Berlyn said.

ENDS.
(Words: 382)

Issued by Maven Connection on behalf of Caltex Eastern Cape Marketer.

For assistance please contact Salome Clack: 082 9070 954 / salome@mavenconnection.co.za

Kokstad Caltex:

Contact: Janice Kitching: 083 385 0384 / janice@kilroes.co.za

Address: 78 Hope Street, Kokstad

EDITORS NOTE:

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