



ROYALCHAR

— ENERGY LIMITED —

FUELING TODAY • POWERING TOMORROW

PETROLEUM RETAIL & FRANCHISE BUSINESS PLAN

SEEKING AN ESTABLISHED PETROLEUM / OMC BRAND TO OPERATE UNDER

A proposal for a long-term franchise / dealership partnership to develop and operate branded service stations in Zambia.



STRONG
PARTNERSHIP
FOCUSED



STRATEGIC
SITE
SELECTION



OPERATIONAL
EXCELLENCE &
DISCIPLINE



COMMITTED TO
GROWTH & LONG-TERM
PARTNERSHIP



www.RoyalCharEnergy.com



royallade@gmail.com



+260 951 589 838



Lusaka, Zambia

ROYALCHAR ENERGY LIMITED

PETROLEUM FRANCHISOR PARTNERSHIP BUSINESS PLAN

SEEKING AN ESTABLISHED PETROLEUM / OMC BRAND TO OPERATE UNDER



RoyalChar Energy is not presenting itself as a franchisor. We are seeking to become a committed franchisee/dealer under the right established petroleum brand in Zambia.

Primary Development Market: Lusaka, Zambia

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1. Executive Summary

ROYALCHAR ENERGY LIMITED is a Zambian private company seeking an established petroleum franchisor or Oil Marketing Company (OMC) under whose brand it can develop and operate modern service stations in Zambia. This business plan is written primarily for prospective franchisors, network-development teams and dealer-development executives.

The company's website clearly positions RoyalChar as a franchisee with ambition and a developer with vision. RoyalChar is not seeking to create a competing petroleum brand. Its preferred strategy is to operate under an established, trusted OMC brand and build a long-term portfolio of branded locations.

The immediate objective is to begin a franchisor conversation, understand the partner's dealer requirements, identify a mutually acceptable Lusaka site, complete due diligence, formalize the franchise/dealer relationship, and develop the first station to the franchisor's engineering, safety, operational and branding standards.

RoyalChar's proposition to a franchisor is simple: you bring the established petroleum brand, supply platform, technical standards and franchise system; RoyalChar brings committed local ownership, site-development drive, operational discipline and a long-term intention to grow the brand.

2. Company Profile

Company	ROYALCHAR ENERGY LIMITED
Registration No.	120261052713
Incorporated	24 August 2026
Legal Structure	Private Company Limited by Shares
Registered Capital	K20,000
Principal Activity	Retail Sale of Automotive Fuel - ISIC 4730
Location	Lusaka, Zambia
Website	www.RoyalCharEnergy.com

3. What RoyalChar Is Looking For



RoyalChar is actively seeking an established petroleum or energy franchisor/OMC that is interested in a serious local franchisee or dealer capable of developing and operating branded retail locations in Zambia.

The preferred partner would offer a recognized brand, dependable petroleum supply, clear dealer economics, engineering and design standards, operating procedures, training, quality-control systems, brand support and a framework that can support future multi-site growth.

RoyalChar is open to different commercial structures. The exact allocation of land, tanks, pumps, canopy, branding, construction, fuel inventory and working-capital responsibilities should be negotiated with the selected franchisor.

The company is seeking a long-term relationship rather than a one-site transaction. The first station should serve as the operating proof point for a broader relationship.

4. Why a Franchisor Should Consider RoyalChar

Committed Franchisee

RoyalChar intends to be an active operator, not a passive licence holder. Management will participate directly in site development, staffing, controls and performance.

Site Development Mindset

RoyalChar intends to identify and evaluate sites with the franchisor rather than asking the brand to accept a predetermined property.

Operational Discipline

The company plans structured controls for fuel reconciliation, cash management, inventory, safety, customer service and maintenance.

Local Market Presence

RoyalChar is based in Lusaka and is building its development strategy around local market knowledge and on-the-ground execution.

Financial Readiness

RoyalChar's website states that the company is prepared to meet the financial requirements of a serious franchise agreement. Final capital commitments will be aligned with the actual franchisor structure and approved site budget.

Growth Ambition

RoyalChar's objective is to develop a portfolio of locations under the right franchisor or OMC brand, subject to the success of the first station.

5. Mission, Vision & Partnership Philosophy

Mission: To provide safe, reliable and convenient petroleum retail services in Zambia through strong franchise and OMC partnerships, disciplined management, excellent customer service and high operational standards.

Vision: To build a respected Zambian energy company with a scalable network of professionally operated branded service stations supported by long-term strategic petroleum partnerships.

RoyalChar's values - integrity, partnership, excellence and ambition - are intended to protect the franchisor's brand as much as RoyalChar's own business reputation.

6. First-Site Development Strategy - Lusaka



RoyalChar's first development focus is Lusaka. The company intends to work with the selected franchisor's network-development team to identify a site that satisfies both the brand's technical requirements and the commercial economics of the proposed dealership.

Potential search corridors may include Great East Road, Kafue Road, Mumbwa Road, Lumumba Road, industrial areas, Emmasdale/Mandevu, Airport Road and emerging residential/commercial corridors. These are search areas only; no site is represented as approved.

Site screening will consider traffic, visibility, frontage, safe ingress/egress, surrounding demand, competition, utilities, plot configuration, environmental suitability, legal title/lease conditions and expected fuel throughput.

RoyalChar does not currently need the franchisor to accept a fixed property. This gives both parties flexibility to select the first site together.

7. Proposed Station Concept



The first station is intended to be a modern branded retail site developed to the selected franchisor's specifications. The concept may include petrol and diesel dispensing, underground storage, multiple dispenser islands, a branded canopy, convenience retail, lubricants, automotive products, electronic payments, CCTV, security lighting, customer parking and other services approved by the franchisor.

A preliminary convenience-store concept of approximately 80-120 m² may be considered where the site and franchise economics support it. A car wash, food offer, mobile-money services or other non-fuel activities would be evaluated separately.

All engineering specifications - including tank capacity, dispenser count, canopy, signage, forecourt layout and brand identity - will follow the selected OMC's requirements and applicable approvals.

8. Proposed Franchisor Partnership Process

1. Initial Conversation

RoyalChar shares its corporate profile, business plan and franchise objectives.

2. Franchisor Requirements

The OMC explains dealer qualifications, financial thresholds, operating model, site standards and development process.

3. Joint Site Search / Review

RoyalChar presents candidate locations and works with the OMC to screen them.

4. Due Diligence

Both parties review corporate, financial, legal, site, traffic, engineering and operating information.

5. Commercial Terms

The parties agree dealer margins, responsibilities, deposits, supply arrangements, equipment ownership, branding and growth expectations.

6. Franchise / Dealer Agreement

A formal agreement defines the relationship, performance standards and responsibilities.

7. Approvals & Development

The approved site proceeds through regulatory, engineering and construction stages.

8. Training & Commissioning

Staff are trained and systems are commissioned to the franchisor's standards.

9. Launch

The first branded station opens.

10. Performance Review & Expansion

Future sites are considered based on actual results and the relationship's success.

9. Operations & Brand Protection



RoyalChar understands that a franchisor is placing its brand reputation in the hands of the franchisee. The operating model is therefore designed around consistency, control and compliance.

Core operating controls: daily fuel reconciliation; documented deliveries; tank and pump checks; POS and payment reconciliation; cash controls; CCTV; shift accountability; customer-service standards; preventive maintenance; incident reporting; and staff safety training.

RoyalChar will adopt the franchisor's required SOPs where they are more specific or stringent than the company's internal procedures.

10. Management

Royallade Omolade - Managing Director

Responsible for corporate strategy, petroleum franchise/vendor relationships, site development and overall business execution.

Charity Mukumbi - Director & Company Secretary

Responsible for corporate governance, statutory administration and company-secretarial responsibilities.

Joseph Mwappe Malulu - Chief Financial Officer (CFO)

Responsible for budgeting, financial controls, reporting and compliance support.

11. Preliminary Staffing

Role	Indicative Level
Station Manager	1
Shift Supervisors	Approx. 2
Fuel Attendants	Approx. 8
Cashiers / Retail Personnel	Approx. 3
Security / Cleaning	As required

12. Commercial Model & Revenue

RoyalChar expects fuel sales to be the core traffic and revenue driver. Complementary revenue may come from lubricants, automotive products, convenience retail, food and beverages, mobile-money/payment services, car wash and other franchisor-approved forecourt activities.

The final business case must be built around the actual franchise/dealer economics offered by the selected OMC. RoyalChar will evaluate dealer contribution per litre, expected litres per day, non-fuel gross profit, payroll, utilities, site cost, maintenance, security, insurance, inventory losses, taxes and regulatory costs.

13. Preliminary Fuel-Volume Scenarios

Scenario	Monthly Volume	Approx. Daily
Conservative	150,000 litres	5,000 litres
Target	250,000 litres	8,333 litres
High Performance	400,000+ litres	13,333+ litres

These are planning scenarios, not sales forecasts. RoyalChar expects the franchisor's network-development and commercial teams to help validate realistic throughput for an approved site.

14. Capital & Financial Readiness

RoyalChar's website states that the company is prepared to meet the financial requirements of a serious franchise agreement. The business plan therefore avoids fixing a final project cost before the OMC structure and site are known.

The actual capital requirement will depend on land purchase or lease, civil works, tanks, dispensers, canopy, shop, electrical systems, signage, initial fuel stock, working capital and - critically - which assets are funded or supplied by the franchisor.

RoyalChar intends to demonstrate financial capacity during due diligence and to agree a realistic development budget with the selected OMC before construction begins.

15. Regulatory & Development Compliance

RoyalChar intends to obtain and maintain all approvals required for the selected petroleum retail project. The company will coordinate regulatory work with the franchisor's engineering and compliance requirements.

The workstream is expected to address Energy Regulation Board requirements, environmental approvals, local-authority/planning approvals, fire and safety requirements, engineering standards, PACRA compliance and applicable tax/employer registrations.

Nothing in this plan represents that a specific site has already been licensed or approved.

16. Risk Management from the Franchisor's Perspective

Brand Risk

RoyalChar will operate to agreed brand, service and appearance standards.

Site Risk

No major development commitment should be made until the site is commercially and technically validated.

Fuel & Inventory Risk

Daily reconciliation, delivery verification and variance investigation will be mandatory.

Cash Risk

POS reconciliation, segregation of duties, CCTV and management review will be used.

Safety & Environmental Risk

Training, incident procedures, preventive maintenance and regulatory compliance will be embedded in operations.

Performance Risk

Expansion will be based on actual station results rather than unsupported site-count promises.

17. Five-Year Franchisor Partnership Vision

Year	Franchisor-Focused Objective
1	Select OMC partner, agree commercial framework, identify/approve first site and complete development process.
2	Launch and stabilize first branded station; establish operating track record.
3	Optimize performance and jointly evaluate second-site opportunities.
4	Develop an additional location where economics and partner approval support expansion.
5	Operate as a proven multi-site franchisee/dealer with a disciplined pipeline for further growth.

18. The Partnership Invitation



ROYALCHAR ENERGY LIMITED is inviting established petroleum companies and OMCs to begin a direct franchise/dealer conversation.

RoyalChar is seeking a partner that wants a committed local operator who can help develop and protect the franchisor's brand in Zambia. The company is prepared to discuss dealer qualifications, capital requirements, site-development responsibilities, supply arrangements, brand standards, training, reporting and a practical pathway toward the first Lusaka location.

The objective of the first discussion is not to ask the franchisor to approve a completed project. It is to determine whether RoyalChar and the OMC are a strategic fit and, if so, to build the first opportunity together.

19. Information RoyalChar Can Provide During Due Diligence

- PACRA corporate documents and company registration information
- Management and governance information
- Business plan and development strategy
- Evidence of financial capacity appropriate to the agreed structure
- Candidate-site information as locations are identified
- Proposed operating controls and staffing model
- Engineering, environmental and regulatory documentation as the project advances

READY TO START A FRANCHISOR CONVERSATION

ROYALCHAR ENERGY LIMITED

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Fuelling Growth. Powering Partnerships.

Website alignment note: This plan was updated after reviewing RoyalCharEnergy.com on 31 August 2026. The website consistently states that RoyalChar is seeking an established petroleum/energy franchisor or OMC and intends to operate as the franchisee/dealer. Investor language on the website has been intentionally de-emphasized in this document so the primary audience is the prospective franchisor.