

Make the  
Most of 2025

WITH DIESEL BRO'S

**Dear Valued Client**

*Let me start with the first newsletter of the new year by wishing everyone a happy 2025. On behalf of the entire Diesel Bro's team, we wish you, your loved ones, and your business all of the best for the new year. May 2025 be filled with many successes, memorable highlights, and new and exciting milestones.*

At the beginning of each new year, I am always reminded of a quote by J.P. Morgan: "The first step towards getting somewhere is to decide you're not going to stay where you are." During this time of the year, there is a lot of talk about motivation and new year's goals. Unfortunately, statistics show that 80% of New Year's goals fail by mid-February, as most people have lost their motivation and enthusiasm.

One of the reasons for this is that people don't have a plan in place to realise their goal, which sets them up for failure.

This not only applies to one's personal life but the business world as well.

## **Your 2025 Business Goals.**

Much like New Year's resolutions, business goals can be identified in a moment of enthusiasm and inspiration. However, to practically turn a business goal into a reality requires daily dedication, an action plan, and a company culture of commitment, efficiency, and belief in the bigger vision.

When Diesel Bro's was founded, we were determined to be a leading fuel supplier that not only provides customer service excellence and high-quality bulk fuel delivery solutions, but a fuel partner that moves businesses closer to realising their goals. This commitment to our clients is what motivates us every day to provide a better price, at a quicker speed, and at a quality of service you deserve.

We look forward to being a part of your business's growth and success in 2025!

*From your fuel partner,*

**CEO/Founder,  
Ryan Louw**





INDUSTRY IN THE SPOTLIGHT



**Mining,  
Logistics, Retail**

## **2025 to Bring Stability for SA Budget Grocers, Gold Miners**

*With South Africa's operating environment projected to improve, analysts from Moody's Investors Services are expecting stability for various industries.*

Lowering interest rates, receding inflationary pressures, reduced electricity load shedding and movements to fix the logistics sector, including ports and rail, have all provided a strong bedrock for firmer business confidence in South Africa.

Moody's analysts, however, said they believed that despite the improved electricity supply situation under Eskom in the past few months, energy availability remained a constraint for South African companies. The Minerals Council and other business groupings have recently voiced out against the high costs of electricity. "Energy availability, while improving, remains a constraint," said Moody's.

Nonetheless, the ratings agency sees South Africa's economy rebounding by 1.7% for 2025. "In South Africa, the operating environment is set to improve; we expect retailers focused on budget-conscious consumers to stabilise and grow above the inflation rate," said Moody's analysts.

**[Read the Article \[ Here \]](#)**

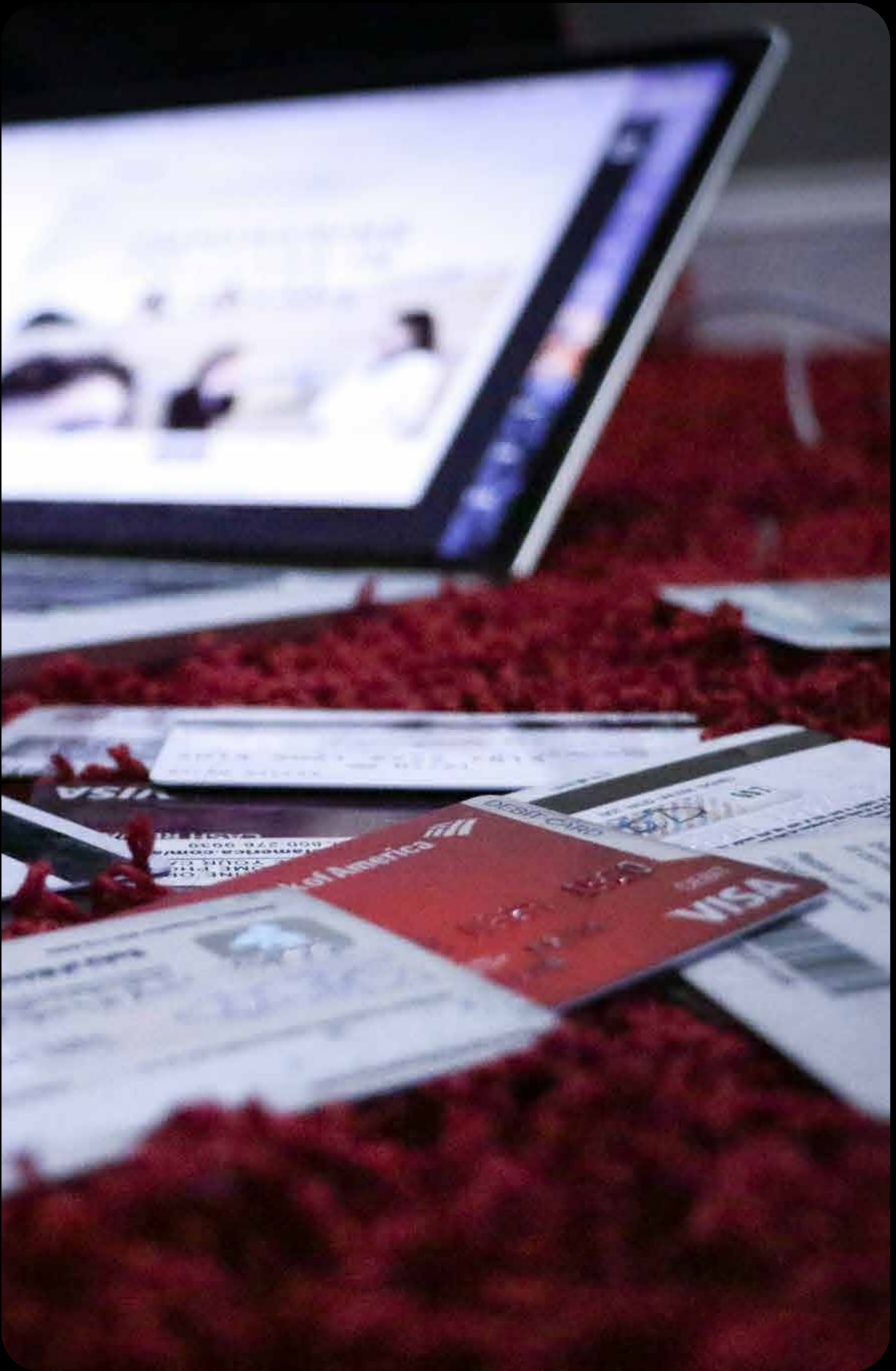
## **YOUR FUEL PARTNER FOR 2025**

*An improved operating environment in 2025 presents the opportune time to position your business for growth by streamlining its operations. Speak to Diesel Bro's about our bulk fuel deliveries and on-site storage solutions for 24/7 access to a reliable fuel supply, ensuring increased efficiency and decreased downtime.*

**Visit the Diesel Bro's website, call (010) 443 3966, or email [admin@dieselbros.co.za](mailto:admin@dieselbros.co.za).**



INDUSTRY IN THE SPOTLIGHT



# Retail Logistics

## **E-Commerce: The Game Changer Driving Business Growth in SA**

*In South Africa's fast-evolving business landscape, e-commerce has become more than just an option — it's a vital strategy for survival and growth.*

South Africa's e-commerce sector is set to grow to R225bn by 2025, which signifies a 150% growth rate over five years, mainly driven by shifting consumer behaviours and heightened expectations.

Once businesses have an in-depth understanding of their market, they must adapt to this evolving landscape by investing in digital resources and prioritising seamless online experiences to compete effectively, particularly those that serve a channel market.

Beyond the convenience factor, one of the key drivers contributing to the significant shift in consumer behaviour towards online purchasing in South Africa is accessibility. E-commerce allows businesses to service customers in areas where they do not have a physical presence.

However, transitioning from a traditional brick-and-mortar model to an e-commerce-centric approach, which involves reimagining the customer experience in the digital environment, can be challenging.

**Read the Article [ [Here](#) ]**

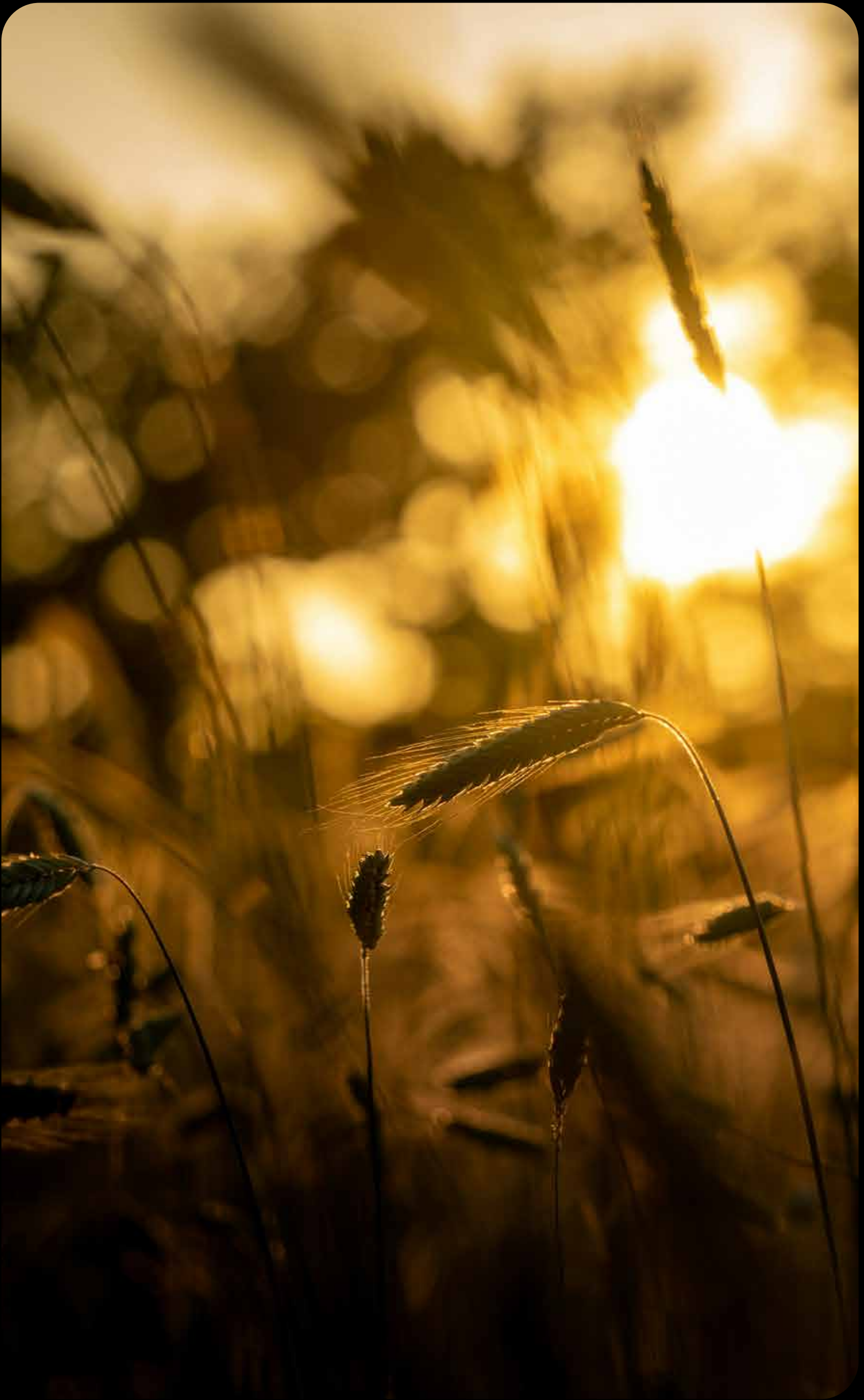
## **GAIN THE COMPETITIVE E-COMMERCE EDGE**

*Change can be daunting, especially if it involves new technologies and digital advances. However, making the right changes for your retail business ensures you don't get left behind. If you haven't considered Diesel Bro's wide range of on-site fuel storage solutions for your logistics needs, speak to a Diesel Bro's specialist today. We have 2 200 ℓ – 110 000 ℓ tanks available, tank and pump facility installations, and a state-of-the-art fuel management system.*

**If you want to know more, visit our website, call us at (010) 443 3966, or email [admin@dieselbros.co.za](mailto:admin@dieselbros.co.za).**



INDUSTRY IN THE SPOTLIGHT



Agriculture

## **Agri Trade Poised to Benefit from South Africa's Global Positioning In 2025**

*There is an opportunity for SA's agricultural industry to focus on BRICS countries, which only account for 8% of exports over the past ten years.*

With the 2024/25 season expected to benefit from La Niña rains, solid exports having been reported in the year-to-date, food price inflation having come down to 2.8% in October and the Agribusiness Confidence Index having increased by ten points to 58 in the fourth quarter of the year, experts are optimistic that the agriculture sector will grow meaningfully in 2025.

During a media day hosted by the Agricultural Business Chamber of South Africa (Agbiz), CEO Theo Boshoff said the sector would benefit further from political stability effected by the Government of National Unity, progress with rail reforms, improved energy security and South Africa's positioning within BRICS and in leading the Group of 20 (G20) in 2025.

The threats to the sector, however, include rising protectionism globally, geopolitical instability that impacts on prices and supply chain activity and green trade barriers.

**Read the Article [ [Here](#) ]**

## **EVERY HECTARE COUNTS**

*As a producer, you know that a successful harvest isn't enough on its own to ensure a sustainable farming practice. Optimising farming practices while decreasing input costs is a delicate balance to achieve. Diesel Bro's can help support your seasonal goals with cost-effective bulk fuel delivery and on-site fuel storage solutions.*

**Interested? Please visit our website, call us at (010) 443 3966, or email [admin@dieselbros.co.za](mailto:admin@dieselbros.co.za).**



GET IN TOUCH

# Have a Fuel- Related Question

OR SUGGESTION

We'd love to hear from you!

Reach out to us at [admin@dieselbros.co.za](mailto:admin@dieselbros.co.za)  
or [myorders@dieselbros.co.za](mailto:myorders@dieselbros.co.za).

Your feedback will enable us to fuel an even  
better 2025 for our valued customers.

**Remember**

to also follow us on social media for the  
latest updates and news on new innova-  
tions and service offerings.

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