ANNEXURE B

ANALYSIS OF THE SCHÜMANN SASOL (PTY) LTD
VALUE CHAIN
Organisational Transformation: A quantum leap from traditional to the entrepreneurial

Annexure B
Schümann Sasol Value Chain

SCHUMANN SASOL VALUE CHAIN

- Ideas
- Stimuli
- Resources
- Customer
- Competitor
- External
- Marketing
- Technical Development
- Plant R&D

Concept Evaluation
Experimentation Development
Evaluation
- Economic
- Production
- Product

Expertise/Knowledge Technology
- New Product
- Existing Application
- Modified Existing Product
- New Product
- Existing Application
- Modified Existing Product

UNAWARE ➔CORE PROCESS 1: APPLICATION/PRODUCT DEVELOPMENT ➔ AWARE
SCHUMANN SASOL VALUE CHAIN

Market Research and Planning

Market Penetration and Promotion

Determine customer needs
- Quantity
- Quality

AWARE

CORE PROCESS 2: MARKETING

WANT
SCHUMANN SASOL VALUE CHAIN

Determine production/logistics capabilities

• Sales agreements

• Contracts

ORDER

WANT

CORE PROCESS 3: SELLING
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CORE PROCESS 4: PRODUCTION PLANNING
ORDER

SCHUMANN SASOL VALUE CHAIN

Order

Data Processing
Impact
Inventory
LIMS

Production Planning

Customer

ORDER 

CORE PROCESS 4: PRODUCTION PLANNING

PRODUCTION PLAN

University of Pretoria et al. – Serfontein, S (2006)
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Catalyst Preparation

SYNTHESIS

Gas

DISTILLATION

Paraffin's

HYDROGENATION

Hard Wax Waksol

Feed

Sodium Nitrate

Tail Gas

Thermal Cracking

Paraffin's

PRODUCTION PLAN

CORE PROCESS 5: MANUFACTURING
ORGANISATIONAL TRANSFORMATION:
A quantum leap from traditional to the entrepreneurial

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SCHUMANN SASOL VALUE CHAIN

Oxidation

Solidification/
Packaging

Boksburg

Slack Wax

Medium Wax

Footsoil

Feed

Blend

Hard Wax

Medium Wax

Feed

Durban Blending

Durban Emulsion

Medium Wax

Slack Wax

Emulsions

CORE PROCESS 5: MANUFACTURING

MANUFACTURED PRODUCT
SCHUMANN SASOL VALUE CHAIN

Manufactured → Move final products into storage facilities → Order Processing → Handling and distribution of products → Delivery

MANUFACTURED PRODUCT → CORE PROCESS 6: DELIVERY → DELIVERY
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Financial and Investment Decision Making

Account Management

Invoicing

Acquiring and Processing of Delivery Documentation

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CORE PROCESS 7: PAYMENT