

Making Elegant Fuel with Faith Modipa

 By Cari Van Wyk

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Faith Modipa is a woman on the go. She climbed the ladder from administrator to partner and co-director at [Elegant Fuel](#) and helped the company grow from a small, local fuel service provider to operating in seven provinces and expanding as she went about her business. We asked Modipa to tell us more about being a business woman.



Faith Modipa

■ **What does a day in your life look like?**

Faith Modipa: I spend my morning with the operation, sales and finance teams planning and strategizing with regard to daily orders and payments for the day and requesting an age analysis to follow up with clients regarding non-payments. I spend my afternoon visiting clients and ensuring that the company meets clients' expectations, I ensure that sales targets are met and the company brand is promoted.

■ **What made you choose a career in your industry? What inspires you?**

Modipa: I didn't really choose this, it was something I was exposed to as a child. My father owned a filling station and so, because I looked up to him and I saw the success in his business, I grew interested in the industry.

■ **Do you feel there is a glass ceiling for women in your industry?**

Modipa: The fuel industry has always been male dominated which may be a threat to women interested in the industry. However, women have an equal opportunity at being successful in the industry. I do not foresee any hinderances and have not come across any myself as a woman.

■ **Do you think it's important to have a month dedicated to women?**

Modipa: It is of paramount importance to have a month dedicated to women. In commemoration of the 20,000 brave women who marched to the union building in Pretoria in 1956 protesting the apartheid pass laws which was a success. Moreover, it also serves as a reminder to women of their ability to bring change regardless of the challenges faced and the importance of unity as women.

■ **How do you feel about Women's Day in general and what it stands for?**

Modipa: I'm proud to live in a country that women are acknowledged for who they are. The fact that our country acknowledges women encourage them to embrace themselves. Women's day simply means celebrating the strong and intelligent women, and it also stands for grooming young girls or upcoming women to grow up with the same values to become responsible and accountable for their actions.

■ What barriers did you face, as a woman, becoming successful in your field, and how did you overcome them?

Modipa: Starting a business is a challenge on its own, it requires resources and skills. I had to learn to invest in myself and the business in order to make it successful and that required a lot of passion and discipline. I had to sacrifice a lot and prioritise properly.

■ Based on your experience, what advice would you give to women pursuing a career in your field?

Modipa: Be hardworking, strategize, aim high, invest in yourself and always strive to be the best.

■ Who is your biggest influence/role model/icon?

Modipa: My late mother. She was strong,courageous, full of knowledge and always positive about life.

■ What is your message for Women's Month?

Modipa: I would like to urge women to be positive and ambitious, take initiative and make a difference. Always believe the sky is the limit.

■ Any words of wisdom you would like to share with women in business?

Modipa: The Bible states that "My people die because of lack of knowledge". On this note my fellow women, lets educate ourselves and acquire the necessary skills towards our advancement in business success. Set goals and work hard. Remain ethical and principled.

ABOUT CARI VAN WYK

Cari Coetzee is a contributor to Bizcommunity Tourism, Agriculture and Lifestyle.

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