

REQUEST FOR EXPRESSION OF INTEREST

PROVISION OF BRAND CATALOGUE SUPPLIES (POS MATERIALS AND PROMOTIONAL MERCHANDISE)

The Expression of interest (EOI) is intended to lead to identification and shortlisting of a reputable firm/s to provide Safaricom Telecommunication Ethiopia Brand Catalogue (Point of sale Materials and Promotional Merchandise) Supplies

Safaricom is therefore soliciting the following documents from interested companies;

1. Expression of Interest letter duly dated signed and stamped.
2. proposal clearly showing the following: -
 - Current list of clients' companies where you are offering brand catalogue services.
 - Reporting; Please include sample reports that are shared with clients.
 - Quality control procedures that are ISO certified
 - Indicate the Key regions you have presence with operation offices and or your logistics plan to distribute to the regions if you do not have physical presence.
 - Show local Manufacturing capability and the range of POSM and Promotional merchandise you produce locally and lead times for delivery
 - Provide Forex and Importation capability and how you achieve that as well as the range of categories that needs to be imported and the expected lead time for each
 - Any value adding service that may enhance and show the market branding capabilities e.g. vehicle branding, wall branding, Signage/ Vinyl branding etc.
 - Provide a cost estimate for all the brand catalogue (POSM Merchandise material) you provide in your product list.

NEXT STEPS

- Firms that show an interest to participate shall be taken through the Safaricom Telecommunication Ethiopia prequalification and only those who provide full documentation and meet our minimum criteria shall proceed to the next phase- RFP process.
- Only the firms that meet our minimum requirements and meet our prequalification requirements will be considered for RFP

RESPONSES

Please submit your responses by 5.00 pm EAT on **Friday 12th November, 2021** to **Trade.Marketing@safaricom.et**

*All submissions to email should be less than 20MB, and if larger, submission should be shared on a google drive, and a link sent to the email address provided.