

EXPRESSION OF INTEREST FOR THE PROVISION OF AD HOC RESEARCH SERVICES

Safaricom Ethiopia is looking to outsource the scope of market research services to specialist research agencies with the capacity to handle a wide range of research designs; which will enable us to efficiently and effectively capture customer feedback and relay it to the business in the fastest time possible. The contracted firm will work in conjunction with our market research and customer insights team on:

- a) Problem Formulation
- b) Research Design
- c) Data Collection
- d) Data Analysis
- e) Report Presentation and Recommendations

BRIEF OUTLINE OF SERVICES REQUIRED

The appointed research agency will be expected to; gather, analyze and interpret information to help solve marketing challenges in full consultation and liaison with the Research & Customer Insights Department of Safaricom. The agency will be requested to carry out market research activities such as:

- i. Brand Research
- ii. Campaign Effectiveness
- iii. Competitor Research
- iv. Consumer Research
- v. Enterprise Research
- vi. Customer Segmentation Research
- vii. Product Development
- viii. User Research – User testing, Usability testing, etc.
- ix. UX Design
- x. Market Intelligence Research

EOI REQUIREMENTS

Interested and capable research service providers may submit their Expression of Interest by providing the information and documents listed below:

- A firm's detailed company profile contains (but is not limited to): the number of years in operation, service portfolio, list of its directors and key resource employees, international links (research and other), the type of work your firm undertakes, and capacity to offer the services at large scale, etc.
- List of previous clients (preferable multinationals) where your organization has carried out similar research in the past 5 years (list at least 3 and give a brief description of the project)
- At least three suitable client references (preferable multinationals) for the provision of similar services in the Ethiopian market in the past 5 years.
- Provide copies of the relevant accreditations that your company has (e.g. ESOMAR, UK Market research quality standard, etc.)
- List any special research facilities and/or techniques offered by your firm.
- Provide general details of the sampling and data processing methods that your firm has experience in handling.
- Give details on the nature of your firm's field organization and the quality controls that you apply to data collection.
- Provide examples of the typical style of reports produced by your firm.
- Provide details of your firm's professional codes of practice, as well as the application procedures that you undertake to guarantee confidentiality and security.
- Provide details of your firm's knowledge of specific markets and industries, particularly knowledge of the Ethiopian market.
- Provide details of local presence in the Ethiopian market.

Confirmation that the agency will provide the services directly or will work with sub-contractors. If the latter option, please share the details of the sub-contractors you will work with.

- Proof that you have the necessary regulatory approvals to provide such services in Ethiopia.
- Duly Completed statement of compliance (fully compliant, partially compliant, and non-compliance) to each of the below-listed requirements.

STATEMENT OF COMPLIANCE

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#	Item Description
A	Legal company registration in Ethiopia
B	Registration with relevant authorities to deliver the service
C	A minimum of 5 years of experience in delivering the services required
D	Demonstrate the experience of the project team delivering the services required
E	Demonstrate the relevant experience in the services required and the value of current contracts and with whom
F	Details of the location of your premises within Ethiopia and contact details
G	Past consecutive 3 years of audited financial statements
H	Company Profile outlining the Directors' names and Identity numbers to facilitate Due Diligence

SUBMISSION OF RESPONSES

Interested suppliers should submit their response to the following email addresses: bids@safaricom.et and research.sourcing@safaricom.et no later than **Friday, April 29th, 2022 at 5:00 pm (GMT+3)**

- **All submissions to email should be less than 20MB, and if larger should be shared on a Google Drive link.**

NEXT STEPS

Once the responses are received the further process will follow the steps below;

- Review of submitted Expressions of Interest
- Prequalification of shortlisted suppliers
- Issuing of 'Request for Proposal' to prequalified suppliers

NOTE

- Only the suppliers who meet our minimum requirements will be considered for further discussions.
- No prices should be provided with this EOI.
- The receipt of the response shall not bind Safaricom to any contractual agreements with the prospective bidder. Such arrangements shall only come in place once a tender process has been completed and an award issued to a successful bidder after technical and commercial evaluation.
- Any costs associated with the preparation and submission of the response to the EOI shall be borne by the EOI respondent.

NOTE

Safaricom Ethiopia reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged in, other than for informing the bidders of the outcome of the process. Safaricom Ethiopia and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the documents and information submitted in connection with this application.