

REQUEST FOR EXPRESSION OF INTEREST

SAFARICOM DISTRIBUTORSHIP

In readiness for the launch of our services here in Ethiopia, we are looking to recruit partners who will distribute our products and services, which include but not limited to, Airtime, mobile telephone and sim Cards.

The requirements for Safaricom Distributors are:

1. Experience in Distributing Fast Moving Consumer Goods
2. Ability to obtain minimum a start up capital of 6M Birr.
3. Ability to open, brand and operate a minimum of 4 shops exclusively for Safaricom business
4. Ability to acquire 12 motorikes, 2 vans and a roadshow truck (at least 10T lorry fitted with sound system and stage for market activations).
5. Maintain stock levels as required by Safaricom
6. Entrepreneurs with commitment to dedicate themselves to this business in a hands- on manner for the foreseeable future.
7. Entrepreneurs with passion for high performance and growth.
8. Entrepreneurs who are dedicated to high customer service standards and strong business relationship.
9. Entrepreneurs with strong FMCG business expertise, including door-to-door selling.
10. The successful applicants will undergo vetting and they will be required to submit the director details and police clearance certificates.

Interested entrepreneurs should express their interest by sending the following documents

1. Application letter, clearly indicating the market of interest.
2. Your company business profile that will outline the following:
 - I. Company Name and address/ Contacts
 - II. Nature current business
 - III. Business location-list the locations where you operate the warehouses or business outlets
 - IV. List the distribution tools that you have deployed in your business.
 - V. Years operations
 - VI. Staff complement
 - VII. Illustrate synergies that can be drawn from current business.
 - VIII. One-year Business Performance (Volumes sold, Penetration, etc.)
 - IX. List the name of the firm(s) that you distribute for.
3. Renewed commercial registration for the current financial year
4. Renewed business license for the current year
5. Memorandum and articles of Association
6. TIN and VAT Certificates.
7. One year bank statement for the business – as evidence of ability to raise capital

Applications should be emailed to not later than **12th November, 2021**
Only shortlisted firms will be contacted.

Applications should be emailed to **DistributorManagement@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.

Safaricom Telecommunications Ethiopia PLC 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 done, other than informing the bidders of the outcome of the process. The receipt of a 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