

## **REQUEST FOR EXPRESSION OF INTEREST (EOI) FOR SAFARICOM ETHIOPIA DISTRIBUTORSHIP OPPORTUNITIES IN TIGRAY REGION**

Safaricom Telecommunications Ethiopia PLC (hereinafter “**Safaricom Ethiopia**”) was granted a nationwide full-service Unified Telecommunications Service License on 9 July 2021 and is currently expanding its network all over the country to ensure nationwide telecom coverage and leave its mark in the realization of Ethiopia’s digital transformation.

In readiness for the launch of our services in Tigray, we plan to **recruit two (2) purpose-led Partners** who will Distribute our products and services as well as product and services of our wholly owned subsidiary (Safaricom M-Pesa Mobile Financial Services PLC), which include but not limited to, Sim Cards, Airtime, Devices and M-PESA Float.

### **1. The Requirements for Safaricom Ethiopia Distributors:**

- 1.1. **Proven Business Experience:** Demonstrably extensive and successful business experience in distribution of Fast-Moving Consumer Goods (FMCG) or Telecommunication or mobile money related products, within the Tigray region for a minimum of 2 Years.
- 1.2. **Financial Ability:** Demonstrable ability to secure a minimum start-up capital of 12 million Birr.
- 1.3. **Retail Network:** Demonstrable ability and willingness to secure, fit-out, and staff at least 4 prime retail shops exclusively for Safaricom Ethiopia business operations.
- 1.4. **Distribution Resources:** Demonstrable ability to commit, acquire and maintain motorbikes, vehicles and other distribution tools as required by Safaricom Ethiopia.
- 1.5. **Inventory Management:** Ability to commit and maintain required Safaricom Ethiopia products stock such as Sim card, Float, Airtime and Devices
- 1.6. **Long-term Commitment:** Exhibit an entrepreneurial spirit with a strong intention to build and develop the assigned market, evidenced by a track record of business longevity and past investments in similar market development or initiatives.
- 1.7. **Performance-driven:** Demonstrated ability to achieve and exceed targets in previous business ventures as well as clearly defined and measurable plan for achieving growth within the assigned Safaricom market (e.g., marketing initiatives, expansion plans).
- 1.8. **Customer-centric:** Proven track record of consistently high customer satisfaction in current/previous businesses, along with the ability to build and maintain strong relationships with customers and key stakeholders.

## 2. Submission of EOI

Interested respondents are invited to express their interest by submitting the following:

### 2.1. Technical and Financial documents

**2.1.1. Formal Application Letter:** Brief introduction of the respondent's business, statement of interest in partnering with Safaricom Ethiopia and highlight of relevant business experience and qualifications.

**2.1.2. Detailed Business Profile:** Comprehensive overview of current and past business activities including the following information:

2.1.2.1. Company/Business Information: Official company/business name, registered address, contact details including phone number, email address, and website (if applicable).

2.1.2.2. Business History:

- Concise narrative outlining current and past business endeavors include years of operation, the nature of each business, key achievements, and any relevant experience in distribution of Fast-Moving Consumer Goods (FMCG) and telecommunication products, within the Tigray region.
- List of operational footprints, locations/outlets, warehouses, agents, as well as readily available distribution resources/tools such as vehicles, staff, or technological infrastructure etc. within the Tigray region.
- Summary of operational and financial performance, including key metrics like volumes sold, market penetration rate, and revenue growth for past 1 year related to distribution or customer service.

2.1.2.3. Synergy with Safaricom Ethiopia:

- Explanation of existing business alignment with Safaricom Ethiopia partnership goals and objectives including any potential advantages or synergies that could benefit this partnership.

2.1.2.4. Staffing and Expertise:

- Management structure, total number of employees within your company. Highlight any staff members with expertise relevant to distribution, sales, or customer service.

**2.1.3. Audited Financial Statements:** Provide audited financial statements for the last two financial years.

**2.1.4. Two-year Bank Statement of the business.**

**2.1.5. Credible documents that support:**

2.1.5.1. The required years of experience in distribution of Fast-Moving Consumer Goods (FMCG) or telecommunication products, within the Tigray region.

2.1.5.2. Ability to allocate the required minimum starting capital and required distribution asset/resource including but not limited to bank statements, audited accounts, movable/immovable assets, copy of current distribution contracts, Credit Reports etc.

- 2.1.5.3. List of existing business outlet's locations, warehouses, agents, staff, and other distribution tools within the Tigray region.
- 2.1.5.4. Past investments in similar markets or initiatives demonstrating long-term focus business commitment and longevity (e.g., past business expansions, community development projects).
- 2.1.5.5. Statistical data of current and previous business ventures sales, market penetration rate, customer acquisition, growth and other relevant performance indicators related to distribution or customer service.
- 2.1.5.6. Track record customer satisfaction good stakeholder engagement in current/previous businesses, e.g., references, testimonials, recommendation etc.
- 2.1.5.7. Management structure, number of employees, expertise relevant to distribution, sales, or customer service.

## 2.2. Legal and Compliance Documents

- 2.2.1. **Commercial Registration and Renewed Business License for the current year.**
- 2.2.2. **Memorandum and Articles of Association (where applicable):** including amendments showing the company's latest capital and shareholding composition up to individual shareholder level.
- 2.2.3. **TIN and VAT Certificates.**
- 2.2.4. **Valid TAX clearance**
- 2.2.5. **Legal ID:** legal IDs of business owners/shareholders and members of senior management.
- 2.2.6. **Bank details:** duly stamped by the Bank.
- 2.2.7. **Self-declaration:** regarding whether respondents are prohibited or not from carrying out profit-making business under any law.
- 2.2.8. **Identification Card** of the Shareholders or the owner of the entity, as applicable.
- 2.2.9. **Trade name registration**, if available.

## 3. Important Note:

- 3.1. As part of the EOI evaluation Safaricom Ethiopia or its authorized representatives will conduct necessary Legal and Financial Due Diligence, inquiries, or investigations on all applications to verify the documents and information submitted in connection with this application. Respondents may be required to submit further documents and information to fulfill Safaricom Ethiopia's Due diligence standard.
- 3.2. Shortlisted respondents will be required to provide evidence of the business/owner's good credit history, tax compliance status and proof of good personal/business character from a government body.
- 3.3. As a pre contractual formality of successful respondents will be required to acquire and provide business licenses relevant to this partnership.

- 3.4. Successful applicants must be able and willing to use current legal standing and business in the proposed partnership. Request for change of entity or additional partnership will not be entertained.
- 3.5. 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 will be final, and no correspondence will be engaged in, other than to inform the respondents of the outcome of the process.

Applications should be emailed to **DistributorshipinTigray@safaricom.et** addressed to, **Chief Sales and Distribution Officer**. The Email should reach us not later than 23 January 2024, 11:59pm.

For further reference please check our website **www.safaricom.et**

Only shortlisted firms will be contacted.