



INVITATION TO TENDER: TRADE MARKETING DEVELOPERS PROVISION

Kyosk Digital Services

P.O. Box 75661 – 00200

Nairobi, Kenya.

Tender Reference: **KC/MDS/01/2024-2025**

Publishing Date: **19th April, 2024**

Due Date: **3rd May, 2024**

PREQUALIFICATION FOR PROVISION OF TRADE MARKETING DEVELOPERS



Tender Checklist

Please ensure that the following required documents are included with your tender

1. Information and Documents required for Eligibility Criteria

- Company profile (Company history, contacts (contact name, role, phone number and email) services)
- Certificate of business incorporation/registration.
- Copy of PIN certificate
- Valid and current Tax Compliance Certificate.
- Updated Company search document (CR12) (3 months)
- Evidence of Turnover (Last 3 month bank statements)
- Evidence of Insurances
- Valid Business Permit
- Documentation demonstrating the value and performance of other currently managed contracts

2. Information responding to each of the Award Criteria

3. Terms and Conditions

4. Form of Tender (Appendix 1) Completed and Signed.

5. Contact Details of Referees

The above checklist is for guidance purposes only and Kyosk will not take responsibility for any omissions from this checklist. Tenderers are advised to read all tender documentation in full in order to provide a comprehensive response.



1. Introduction:

Kyosk Digital Services (Kyosk/'we' /'our' / 'the Company') is a tech-led company that connects informal retailers and other similar outlets directly to fast-moving consumer goods (FMCGs) companies by communicating demand from retail outlets directly to FMCGs and their distributors and managing the delivery of the goods to the retailers. Kyosk intends to prequalify an agency for the provision of Trade Marketing developers services.

2. Scope of Work:

Kyosk requires a dedicated and experienced agency to manage all aspects of its field Trade marketing developer team. This includes:

- **Recruitment:** Identifying, attracting, and selecting qualified individuals with field sales experience in the FMCG (Fast Moving Consumer Goods) industry, Fresh produce and Financial services. Replacement of Trade Marketing Developers within 2 days when required and ability to provide Relievers in the required absence of assigned Trade Marketing Developer.
- **Onboarding:** Providing new recruits with a comprehensive onboarding program to ensure they are fully equipped and prepared for their roles.
- **Management and Supervision:** Providing ongoing guidance, support, and performance management to the Trade marketing developer team.
- **Training and Development:** Designing and delivering customized training programs to equip the team with the skills and knowledge necessary to excel in their roles.
- **Campaign Execution:** Overseeing the successful implementation of business development, demand generation and marketing campaigns and strategies aligned with Kyosk's goals.
- **Performance Monitoring and Reporting:** Regularly monitoring and reporting on the performance of the Trade marketing developer team across key assigned metrics.



3. Context of Tender

In our pursuit of strategic business growth, we are in search of a dynamic and experienced partner to provide Trade marketing development services. The selected vendor will play a crucial role in expanding our market presence, enhancing customer engagement, and driving sustainable growth.

We envision a collaborative partnership with a company that not only understands our industry and our target market (Traditional Retail Trade) but also brings innovative strategies to the table.

They should ideally be able to deliver Trade Marketing Developers who can execute the following key requirements:

- I. **Market Expansion:** Develop and execute strategies for expanding our market reach and increasing brand visibility that includes onboarding new outlets.
- II. **Demand Generation - Upsell & Cross Sell** to attain revenue targets. The Trade Marketing Developer will be responsible for engaging their customers on existing and new product item groups and categories.
- III. **Customer Engagement & Relationship Management:** Implement initiatives to enhance customer engagement, loyalty, and satisfaction. Nurture and build relations with current and potential customers.
- IV. **Data-Driven Insights:** Collection & Utilize data analytics and market research to provide actionable insights for informed decision-making regarding consumer insights on our Kyosk Brand and competing brands as well as in-depth market intelligence regarding our product offering and our customers needs.
- V. **Professional & Disciplined** - Adherence to work requirements with minimal supervision & committed to delivery of set objectives. Act in a professional manner in alignment with Kyosk Culture & Values - Passion, Ownership & Accountability, Excellence in Execution, Trust & Speed. We



require team members of high integrity and who will comply with company processes & policies.

- VI. **Brand Positioning:** Work on positioning our brand effectively in the target market for maximum impact.
- VII. **Tech Savvy -** Ability to utilize the Kyosk Resources - Sales Management Tools + Applications assigned.

4. Invitation to Tender

Kyosk Digital Services Limited is using the open bidding procedure for this tender, which means that any interested party that meets the key requirements is welcome to submit their bids. Valid tenders submitted in accordance with the instructions to the tenderers and received before the stated deadline will be assessed on the basis of the eligibility criteria and award criteria set out in **Section 7**. Tenderers are requested to review this document in detail and ensure that they have addressed all of the relevant requirements in their tender.

4. Technical Specifications:

- **Expertise:**
 - A minimum of 2 years' experience in successfully managing Trade Developers / Sales Agents in similar projects.
 - A proven track record of executing trade development strategies with demonstrably positive results.
 - Proven expertise in recruiting qualified Trade marketing developers with field sales experience.
 - Strong training and development capabilities + consistent performance management.
 - A demonstrated history of achieving set KPIs in previous contracts.
- **Communication & Collaboration:**



- A dedicated Project Manager with at least 2 years of experience in managing Trade marketing developers.
- A commitment to providing regular reports and updates on Trade marketing developer performance and ongoing campaigns.
- **Financial:**
 - The ability to pay Trade marketing developers on time and comply with all legal employment obligations.
 - At least one month working capital equivalent to the remuneration of the deployed Trade Marketing Developers for a Month.
- **Insurance:**
 - Theft and damages insurance coverage, including Fidelity Insurance.
 - Regulatory worker health coverage (e.g., WIBA insurance cover in Kenya) - mandatory for contracting, please include if already available.

5. Additional Information:

- Qualified field Trade marketing developers:
 - **Minimum education:** Diploma holder / Having completed their Tertiary Level Education.
 - **Minimum experience:** Field sales experience in the FMCG industry of at least 1 year.
 - **Essential skills:** Customer Relationship Management, Sales and Negotiation, Communication, and Tech Savviness
 - **Ideal minimum age:** 23
 - **Language:** Fluency in English & Kiswahili is mandatory.

6. Assessment of Tenders

Kyosk Digital Services is using the open bidding procedure for the procurement of these services, therefore, all parties who submit a bid and demonstrate the



required level of financial and technical capacity will have their tender considered. Tenderers are required to provide the information set out below.

6.1 Evidence of Turnover and Profitability

Tenderers must demonstrate turnover and profitability for the past three months by any means at their disposal. If these figures are not available for the full three months period please include an explanation for this and provide figures for all years/part years available.

Tenderers must demonstrate that they have adequate and appropriate resources at their disposal to deliver a contract of this nature.

6.2 Evidence of Insurance

Type of Insurance	Amount of Policy	Excess/Deductible	Expiry Date
Regulatory worker health coverage (e.g., WIBA insurance cover in Kenya).			
Fidelity insurance (required at contracting stage)			



but include if already exists)			
--------------------------------	--	--	--

6.3 Evidence of Tax Clearance Status

Tenderers should provide a copy of their current Tax Clearance Certificate or equivalent.

7. Award Criteria

The tenders will be evaluated and selected on the basis of the following:

- a) Proven track record and past performance / experience in similar activity from the references / portfolio provided.
- b) The capacity to respond within aligned timelines with an adequate number of Trade Marketing Developers.
- c) Agency Fees and Payment Terms
 - Timely settlement of Monthly dues to Trade Marketing Developers at month end and before the 2nd day of the next month. (All legal & Regulatory statutory deductions to be processed).
 - Accurate invoicing at month end to Kyosk for payment settlement within 30 days.
 - Trade Marketing Developer Remuneration - Fixed & Variable as aligned with Kyosk.



- Agency Fees - Kindly include the proposal of Agency Fees (if any) in your submission and a detailed breakdown of what is provided under the agency fee.

d) Market coverage in the country and expansion plans (if applicable)

Kyosk Digital Services is present countrywide in Kenya including:

- Kawangware
- Eastlands/Road c
- Ruai
- Ongata Rongai
- Thika/Makongeni
- Ruiru
- Kiambu/Muthure
- Meru
- Embu
- Nyeri
- Kisii
- Kisumu
- Eldored
- Voi
- Mombasa-Majengo

8. Terms and conditions

Kyosk Digital Services reserves the right to accept or reject any or all tenders. The company also reserves the right to negotiate with the successful bidder to achieve mutually agreeable terms.



9. Submission Details:

Tender submissions should be addressed to the following person and the closed/sealed envelope with the tender number referenced on the envelope, physically dropped at our offices addressed as follows:

The Procurement Manager
Kyosk Digital Services
Heritan House, 1st Floor
Woodlands Road, Hurlingham (opposite DoD)
Nairobi, Kenya.

Tender submissions must be received no later than Friday **3rd May, 2024 at 5:00pm**. Late submissions will not be considered.

10. Enquiries:

For enquiries regarding this tender, please contact us via Email: ke.procurement@kyosk.app

Note: Kyosk Digital Services does not charge any fees for submission of tenders. Thank you for your interest in participating in this tender.



Appendix 1

THIS FORM OF TENDER MUST BE COMPLETED AND RETURNED BY ALL TENDERERS

To: Kyosk Digital Services Kenya Limited

From:

1. We undertake to deliver the services in accordance with the terms and conditions of the tender specification.
2. We acknowledge that all costs and expenses incurred by us in producing and submitting this offer will be borne by us in full.
3. We undertake to treat the details of this offer as private and confidential. We acknowledge that no part of these documents may be transmitted by us to a third party.

Signed:.....

Date:.....

Name:.....

Job Title:

On Behalf of Company Name :.....

Physical Address:.....

Telephone:.....

Email:.....

*Failure to sign this form of Tender will invalidate the offer