



SAFARICOM PLC
P. O. Box 66827 – 00800 Westlands
Nairobi, Kenya

EXPRESSION OF INTEREST – SAFARICOM BRAND CATALOGUE RFP 2024

Document Release Date: Friday 12th January 2024

Last Date for Receipt of Proposals: Friday 19th January 2024, 1700Hrs



1) INTRODUCTION

Safaricom PLC is the leading integrated communication services provider in Kenya and has a steadily growing subscriber base. Safaricom PLC is continuously expanding and upgrading its systems and processes to meet the changing needs of its customers. Safaricom Plc has a heritage anchored in our citizenship that is Kenya. Our brand name links us to Kenya in way that can never be disconnected, we believe we are a connection expressed as the heartbeat of Kenya and therefore it is imperative for us to be connected as a brand to the future of Kenya as her heartbeat. Through our suite of products, we Transform Lives across Kenya every second of every day. The Safaricom identity is based on showcasing The Brand as Simple, Transparent and Honest, all values that are to be reflected in communication that stems from Safaricom and her products. As a result, it has become increasingly important to refresh the brand and develop a unique identity for the same. Safaricom PLC now intends to engage the services of competent and reputable firms to cater to its Brand Catalogue items requirements.

As Safaricom, we use our Brand Catalogue to tell our Brand Story and to reinforce our corporate identity and generate brand recognition internally and across the market at large. A wide array of promotional materials is used by companies to execute advertising campaigns in the delivery of their commercial plans. A well thought out and properly executed brand catalogue attract consumer attention and provides an effective marketing tool that promotes the brand in addition to attracting consumer attention and providing an effective marketing tool that promotes the brand. Due to their appealing and informative nature, promotional materials are capable of stimulating purchases directly at the point of sale and keeping the brand feel alive in the hearts of its customers. To assist with this, a list of items has been developed over the years and forms our Brand Catalogue. These items are broadly categorised in the buckets below: -

- i. Promotional Merchandise (Bulk order items) – Which contains items like branded t-shirts, caps, umbrellas, bandanas, etc.
- ii. Promotional Merchandise (Commoditized goods) – Which contains low value mass market items e.g., keyrings, pens, etc.
- iii. Promotional Merchandise (Bespoke items) – Containing handcrafted gift items, trophies, leather products, unique and personalized gifts items, franchise products, wearables, etc.
- iv. Point of Sale Materials – This will cover paper products like flyers, posters and stickers.
- v. Pre-printed Stationery – Slightly different to include paper products used by the company like letterheads, business cards, etc.
- vi. Signage & Vinyl Branding works including ABS & banners – The category deals mostly with indoor, outdoor & vehicle branding, etc.

With this exercise, we seek to invite interested companies to participate in a bidding process as we seek to shortlist potential suppliers who will assist us grow and guard our brand by producing and supplying the above items under framework agreements to achieve 100% visibility in the market.

2) AIMS AND OBJECTIVES



We'd like to shortlist and establish framework contracts with various suppliers for the supply of these items and we therefore would like to run a competitive bidding process to identify the set of suppliers to take us through the next cycle. This Expression of Interest (EOI) document is intended to lead to the identification of suitable companies that have demonstrable capacity to provide the required services in the best possible way and in a manner that enables Safaricom Plc to meet its customer expectations and deliver the company strategic objectives.

Safaricom Plc is therefore soliciting from interested companies the following mandatory requirements: -

- i. An **Expression of Interest letter** duly dated signed and stamped on your company letter head. The letter should state the following: -
 - a) The sub-category you'd wish to participate in (See section 1 above)
 - b) Key contact person in this process of the RFP and their contract details.
- ii. **Supplier reference checks** from 3 of your biggest clients – See appendices for the format.
- iii. **Proof of production capacity** in the format of a short video (not exceeding 10 minutes) showcasing your factory/workshop/machines /printers, warehouse, skilled workforce, etc.
- iv. **Proof of supply capacity** via online /e-catalogues e.g., proof of partnerships with original global/local manufacturers, distributors licenses, contracts, etc. in the case that you are not the original manufacturer.
- v. **Proof of financial capacity** – Last FY annual turnover, on a one pager
- vi. **Current tax compliance** certificate
- vii. **Requirements** – Respond to the list of requirements set out on the system and attach proof

3) NEXT STEPS

Only the vendors that meet our minimum requirements will be considered for the next stage of the bidding process. **The Safaricom team will conduct site visits for all bidders who respond to this RFP.** The site visits are meant to take place in the fourth week of this month, however the exact date will be communicated in due time.

4) RESPONSES TIMELINES

Please submit your EOI responses by **Friday, 19th January 2024 at 1700hrs** via response on our i-sourcing platform. Subject Reference **“EXPRESSION OF INTEREST FOR SAFARICOM BRAND CATALOGUE”**

All attachments should be clearly labelled to match the requirement being responded to and should be attached in the attachment section corresponding to the attachments.

All attachments should be in standard formats (i.e., word, excel, PDF) and attached to your response on i-sourcing portal.



Clarifications can be sent to pkiiru@safaricom.co.ke by Tuesday 16th January 2024.

NOTE

Safaricom 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 engaged into, other than for the purpose of informing the bidders of the outcome of the process.

5) APPENDICES

- i. Supplier reference check worksheet



SUPPLIER REFERENCE CHECK WORKSHEET

Internal Ref;	Safaricom Brand Catalogue RFP 2020
Name of Company for Reference Check;	
Name of Company Providing Reference Check;	
Contact Name;	
Contact Title;	
Contact Phone Number;	
Date;	

Questions & Answers	
1.	How long has your organization used the Supplier for goods and/or services? Answer:
2.	What would you have to say about the supplier's customer service and responsiveness and that of its account managers? Answer:
3.	How well do the goods or services provided by the Supplier meet the technical and quality specifications required? Answer:
4.	Is the Supplier's pricing competitive based on your organization's knowledge of the market? Answer:
5.	How well does the supplier adhere to agreed shipping date and/or lead-times? Answer:
6.	How well do you judge the supplier to be at sticking to contracted pricing? Answer:
7.	Are any invoicing problems with the supplier resolved in a timely manner? Answer:
8.	Does the supplier employ professionalism and integrity in their business dealings? Answer:
9.	On a scale of 1 (low) to 10 (high), would you recommend this supplier for future business dealings? Answer: