



**SAFARICOM LIMITED
P.O. BOX 66827-00800
WESTLANDS
NAIROBI, KENYA
TEL +254 722 000000
FAX +254 722 00 4202**

**EXPRESSION OF INTEREST – PROVISION OF GAMING, DIGITAL ENTERTAINMENT,
OUTDOOR ACTIVITIES & EXPERIENTIAL PHOTOGRAPHY**

Document Release Date: Tuesday, 24th October 2017

Last Date for Receipt of Proposals: 1600Hrs, Wednesday 1st November 2017

Table of Contents

EXPRESSION OF INTEREST – PROVISION OF GAMING, DIGITAL ENTERTAINMENT, OUTDOOR ACTIVITIES & EXPERIENTIAL PHOTOGRAPHY	1
Table of Contents	2
1.0 Introduction	3
2.0 Aims and Objectives	3
2.1 Objectives of Gaming	3
2.2 Objectives of Experiential Photography & Outdoor Activities	3
3.0 Scope	4
4.0 EOI Content	4
5.0 Next Steps	5
6.0 Responses	5
7.0 Note	5

1.0 Introduction

Safaricom Limited is a leading telecommunications company offering a comprehensive range of integrated telecommunication services, including mobile and fixed Voice, SMS, Data, Internet and Mobile money (M-PESA) to over 23million subscribers. Our efforts are geared towards positively impacting and transforming the lives of those in the communities around us and thus we strive to change the present to improve the future. Safaricom remains focused on offering the best customer experience with products and services that differentiate us from competition and this has led to the expansion of our services to the regions is aimed at engaging our customers from the grassroots. Safaricom continuously seeks to partner with competent suppliers and service providers for supply of various goods and services.

Safaricom is looking to streamlining its Gaming, Digital Entertainment, Outdoor Activities & Experiential Photography services category. Safaricom uses these activities externally during its customer engagements across in various market segments and internally during its staff engagements.

2.0 Aims and Objectives

The main aim of the EOI is to:

1. Identify suitable suppliers offering best in class services in Gaming, Experiential Photography, Outdoor Activities and Digital Engagements that Safaricom can work with to provide these services
2. Pre-qualify and agree on a framework of engagement with successful partners

This document is soliciting interested partners to participate in this exercise. The participating entity must demonstrate to have sufficient capacity to develop and execute Fun/Witty/Youthful/Relatable/Approachable themed concepts.

2.1 Objectives of Gaming

- Drive awareness that this is a brand for youth/young people
- Make the youth feel homely and warm upon entering the zone
- Stimulate a sensorial look & feel (unique to BLAZE... e.g. engagement branding like a blackboard that allows the BLAZE staff or customers to feedback/express themselves)
- Inspire & motivate the youth entering the shop (so as to reflect the BLAZE personality- in terms of empowering young people towards success)
- Be the centre for 'New News' on all matters technology, Safaricom & young success (Thru' our Products, Services, CSR, Foundation, M-pesa point etc.)

2.2 Objectives of Experiential Photography & Outdoor Activities

- To bind the group so that they get to know each other and begin to have a sense of team.
- To align the team to their shared purpose, goals and targets
- To establish a positive team culture, the beliefs, values and norms of behavior

- To establish the role of the leader
- To keep them aligned to their purpose and goals
- To develop good working relationships between all members, giving them experience of working with different team members
- To nurture shared problem solving and generating new ideas
- To introduce processes so that teams work effectively together
- To establish clear short term goals and methods for celebrating achievement and milestones

3.0 Scope

The scope of these services will largely cover:

1. Concept development across the specific sub-categories – Unconventional and fun gaming equipment
2. Provision of all requested props and facilities
3. Provision of adequate staff members for facilitation of related activities
4. Pricing concept - Reasonable pricing charges
5. Reporting

4.0 EOI Content

The EOI proposal/ response should contain the following information:

- Legal Certification & Registration by relevant regulatory authorities – i.e. Certificate of incorporation, Single Business Permit, Tax Compliance Certificate, Memorandum and Articles of Association for the Company, VAT Certificate Of Registration, Official search report Form CR12, Form of Annual Return of A Company, etc. as may apply.
- Company organogram and directors details in the format provided on the table below
- Demonstrate capacity to undertake the above listed services
- Provision of recent client referrals/ referral letters where similar services have been carried out
- Details of the Bidder's physical premises and contact details

Company Name	Names of the Directors	Does any of the any of the Directors fit in the below Special Interest Groups? - Women led organisation (accompanied by AGPO certification) - Youth led organisation (accompanied	Point of Contact	Participating Category (i.e. select any of these sub-categories in which you'd like to be considered for based on your company's strengths) - Gaming - Digital Entertainment	References

		by YAGPO certification) - Differently Abled		- Outdoor Activities - Wellness activities - Experiential Photography	
Name	1. 2. 3.	Yes/No	Name Email Cellphone Number	Sub Category Name	Project Name/Clients Name, etc. Attach a brief profile of your company

5.0 Next Steps

Companies that show an interest to participate in the provision of the above mentioned services shall be prequalified for the provision of these services in their area(s) of expertise, subject to the provision of required documentation and demonstrated ability to deliver.

The shortlisted institutions will be exposed to RFPs for Provision of Gaming, Experiential Photography, Outdoor Activities and Digital Engagements

Only those institutions that meet the minimum evaluation and pre-qualification criteria will be considered for further discussion on service provision.

6.0 Responses

Please submit your responses to bids@Safaricom.co.ke by **1600Hrs (EAT), Wednesday 1st November 2017**. In case of any queries, kindly send your clarifications to the same email and we shall seek to address them before the deadline.

7.0 Note

Safaricom Limited 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.