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EXPRESSION OF INTEREST – PROVISION OF BUSINESS DEVELOPMENT SERVICES FOR DIGIFARM

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1.0 INTRODUCTION

Safaricom PLC (the company) is a leading integrated communication and technology services provider in Kenya with a subsidiary in Ethiopia. The company is committed to transform into a purpose-led technology company by 2025 and towards that, is continuously innovating to both anticipate and meet the changing needs of its customers. Safaricom exemplifies being a purpose-led technology company by applying technology to simplify life, making life more convenient, linking people to people, people to knowledge and people to opportunities. 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 (the Company) currently has a large subscriber base with demanding appetite for our products and services availed across the country.

2.0 BACKGROUND & CONTEXT

This transformation from a telco to a techno will involve investment in multiple technologies (broadband, data, fiber) to evolve our Fintech (world's largest mobile payment system) beyond payments to credit, wealth, and insurance solutions. Our Enterprise business is set to become a significant part of our solution provision to key stakeholders such as business and the government. We are committed to new ventures in education, Health, and Agriculture to establish ourselves as a tech shaper of the future, anticipating the needs of our consumers, enterprise and public. Among these products we have DigiFarm which is a FREE Safaricom service that offers farmers convenient, one-stop access to quality farm inputs at discounted prices, input loans, learning content on farming as well as access to market.

Digifarm is a subsidiary of Safaricom Plc and has been piloting farmer (Input credit, Device Financing and Agri solutions) and buyer products/platform (Collections, payments, and Credit) for the last 1 year with success. This has been done with minimal resources engaged as Brand Ambassadors on the ground. This model has demonstrated challenges for scaling including high turnover, lack of close supervision, lack of support and disjointed relationship management due to short term contracts. To scale the operations and deliver on our commercial KPI's for FY25, Digifarm requires to deploy longer term critical resources as Business development Representatives and Operations Support through a qualified agency that will be tasked with end-to-end engagement of farmers and farmer facing organisation in different counties with close supervision by Digifarm Regional Leads/Management. The target is to onboard 1 Million farmers and 350 buyers in FY25 through these resources.

3.0 AIMS AND OBJECTIVES

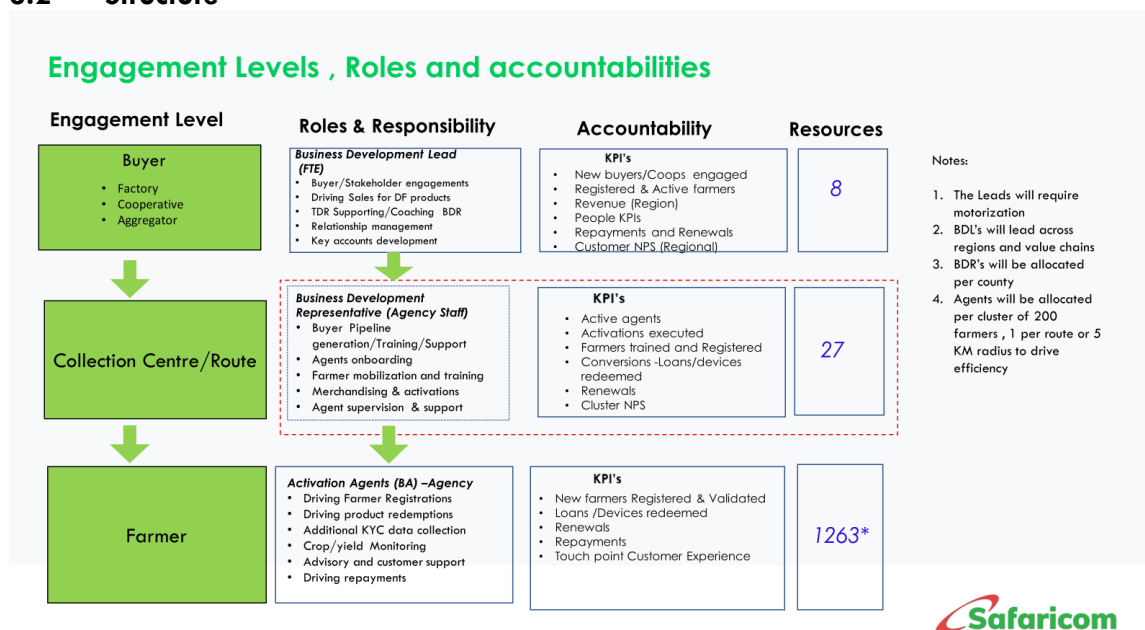
The main objective of the Business development Representative for Digifarm is to drive engagement with buyers, cooperatives and other farmer facing organisations to grow the number of Active buyers, farmers registered with Digifarm, product uptake as well as support/guide lead farmers/ Agents on the ground through continuous training. These services ensure that all the Agents/buyers in the market are setup within SLA and operate optimally.

The primary objective of this Expression of Interest (EOI) is to invite and shortlist reputable firms with the requisite expertise and capacity to provide business development services for Digifarm. Shortlisted firms will subsequently undergo a Request for Proposal (RFP) process to identify the most qualified firm to provide these services.

3.1 Purpose & Scope

- A. The service providers are required to recruit and manage Business Development representatives who will compliment Digifarm Business Development Leads in:
- Sales pipeline generation through onboarding new buyers/cooperatives/aggregators/Agrodealers.
 - Farmers mobilization, training, and registration on Digifarm platform.
 - Driving availability of products such devices, Farm inputs etc.
 - Agents onboarding to support farmers on the ground.
 - Implementation of merchandising and awareness programmes.
 - Report on Business performance, training coverage, market activities, market intelligence, and product availability amongst other reports.
 - Other duties allocated from time to time.
- B. These service providers are required to recruit and manage the Operations Support representatives who will compliment Digifarm Business Development Leads in:
- Onboarding support
 - Training support
 - Dealer agents support and training.
 - Support Business Development Representatives management.
 - Process documentation and adherence.
 - Commissions computation and validation.

3.2 Structure



3.3 Responsibility Matrix

| ID | Role Description | Safaricom | Supplier |
|----|-------------------------|-----------|----------|
| 1 | Go to Market activities | X | X |

| | | | |
|----|---|---|---|
| 2 | Product Catalogue Mapping | X | |
| 3 | Market Sizing | X | |
| 5 | Professional Services & Productivity | | X |
| 6 | Customer Onboarding/ Customer Ownership/ Contracting | X | |
| 7 | Billing | X | |
| 8 | Maintenance/ Customer Support/ Ticketing/SLAs | X | |
| 9 | Level 1 Support (FAQ & 1 st point of Contact) Trained by supplier | X | X |
| 10 | Level 2 Support | X | |
| 11 | Level 3 Support | X | |
| 12 | Software Maintenance & upgrades | X | |

We envision that the right firm will be supported by rightfully skilled resources, industry knowledge and capabilities tailored and an intimate knowledge of the product. The RFP will culminate into the establishment of a commercial framework to engage the successful company. If interested in participating in this process, please see below details on how to respond to this call for Expression of Interest.

4.0 EOI REQUIREMENTS FOR THE BIDDERS

All submissions for this Expression of Interest will be done via the Safaricom I-Sourcing portal. EOI Requirements relating to this Expression of Interest are accessible on the portal. Below is a summary of these requirements. On the i-sourcing portal, you will be requested to share the documents and information below: -

- 1) Duly dated and signed letter expressing your interest to participate in this bid. State the point of contact for this bid and have the letter on company letter head.
- 2) Share your company profile showcasing a comprehensive list of services offered by your organisation and the primary members of your team.
- 3) Share a brief proposal showcasing your industry experience and expertise and your familiarity with the agritech sector/solutions.
- 4) Share at client reviews testimonials, and references from previous or current clients where similar services have been offered.

Kindly review all instructions on this document before proceeding to the I-Sourcing portal.

Please log in to the portal to submit your response using the below links: -

Existing Suppliers:

If your company is already prequalified to be a supplier within our Safaricom PLC systems, please log in to the I-Sourcing portal to respond to the EOI by clicking on the link below: -

https://eqjd.fa.us6.oraclecloud.com/supplierPortal/faces/FndOverview?fndGlobalItemNo=deld=itemNode_supplier_portal_supplier_portal

New Suppliers:

EOI – Provision of Business Development Services for Digifarm

If you are a new potential supplier without any previous interactions with Safaricom, please follow this link to first register your company for prequalification [Supplier Registration \(oraclecloud.com\)](#) then use link above (existing supplier) to respond to the EOI. All new and participating suppliers for this EOI will be expected to register as new suppliers to gain access to the I-Sourcing portal.

For any inquiries regarding this Expression of Interest, please contact: -
Phylis Kiiru
Category Sourcing Specialist
pkiiu@safaricom.co.ke

5.0 EOI RESPONSES

Please submit your EOI responses by the deadline, which is set as **Friday, 14th June 2024, 1700Hrs.**

Please note: -

- i. All submissions for this Expression of Interest must be done via the Safaricom I-Sourcing portal.
- ii. All attachments in your responses should be shared in standard formats (i.e. word, excel, PDF, Jpeg, PPT).
- iii. If you need to utilize any file sharing websites, please use OneDrive and grant access to pkiiu@safaricom.co.ke and fmangala@safaricom.co.ke. Our organizational security protocols do not allow the use of Google Drive, WeTransfer, Dropbox or other file sharing formats (except OneDrive) therefore submissions will not be considered.
- iv. All attachments should be clearly labelled to match the requirement being responded to and should be attached in the attachment section corresponding to the requirements being sought in the portal.
- v. E-mail submissions will not be considered.
- vi. All communication should be done via the messaging tool/tab on our I-sourcing portal.

6.0 NEXT STEPS

Only firms that meet the minimum evaluation and pre-qualification criteria will be considered for the next stage of the bidding process.

The formal next process will be as below:

- i. Review and evaluations of submitted Expressions of Interest (EOI).
- ii. Shortlisting of the vendors
- iii. Prequalification of shortlisted suppliers
- iv. Issuing of the Tender (RFP) to selected shortlisted & prequalified suppliers.

7.0 NOTES

- This is not tender.

- Only the suppliers who provide the requested details will be considered for further discussions.
- The EOI response must not include any pricing/commercial proposal.
- Any costs associated with the preparation and submission of the response to the EOI shall be borne by the vendor.
- Safaricom and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the documents and information submitted in connection with this application.
- 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 informing the bidders of the outcome of the process.

“THE END”