



SAFARICOM PLC

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WESTLANDS NAIROBI,

KENYA

EXPRESSION OF INTEREST

BUSINESS ADVISORY SERVICES FOR MICRO, SMALL AND MEDIUM BUSINESSES IN KENYA

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1.0 Introduction

Safaricom PLC is a leading telco company in Kenya serving different customer segments anchored on the vision to transform lives. A key customer segment that we wish to grow and serve is micro, small and medium sized companies. This is because they are key customer segment for the general growth of the Kenyan economy and thus important for us to meet our vision of transforming lives. We believe that to meet this vision we need to embrace partnerships to bring to market amazing product propositions and experiences.

The purpose of this expression of interest is to look for credible firm(s) that can partner with Safaricom to provide digital content and business advisory services to our Micro, Small and Medium sized businesses through a platform which Safaricom PLC is currently building. This platform will be accessed by Safaricom's Micro, Small and Medium customers who will be seeking support for various business problems from curated digital content that would be hosted in the platform, as well as a forum to talk to a business advisor(s) for clarifications and knowledge on their business challenges and services that will help their businesses to thrive. We therefore require the services of experienced partner(s) around curating business content that is topical for the Kenyan market. Additionally, the partner will provide technical and business professional resources that can chat our business customers online or on telephone to answer immediate business-related questions by our enterprise customers visiting our marketplace.

2.0 Background

Safaricom PLC currently provides business solutions to over 300,000 Micro, Small, and Medium businesses across various enterprise solution categories such as mobile (GSM), internet connectivity, M-PESA payments, communication, online presence, cloud services, cyber security services, Internet of Things (IoT) among others. Our ambition is to continue enabling these businesses to achieve better business outcomes in a digital world using our products and services. Having reviewed the market insights, we would want to ensure that access to business solutions is easy and convenient. To achieve this, we are building an online marketplace that allow our customers to select our array of business products easily, pay for them and get their service. As a value add to this service we would want to include relevant, curated digital content that would serve to educate and inform these customers about business processes, technology and other topics that would be of interest given the trends in the market. This section forms a critical part of our platform as it will serve to meet the most important need of our customers which is to get

support in knowing where to start with digitizing their operations or learning from the experiences of other businesses.

One of the challenges faced by this customer segment (Micro, Small and Medium sized businesses) is how to leverage technology to build efficient business systems for better revenue outcomes and superior customer experiences. This has become even more important in the wake of the pandemic that has accelerated the need for these businesses to move their operations online. Many of these business organization may not have technical staff that they can rely on to support them nor a place they can get credible information and tips on how to use technology to enhance their business operations.

A second challenge that the Micro, Small and Medium sized companies face is the general know-how of practices that would ensure sustainable business and compliance to regulations. Some of the items cited by several research firms as key challenges that these customers face is the lack of skills in business planning, marketing, budgeting, running normal business processes like human resource management, accounting and book keeping, compliance to tax laws, general business growth tips, succession, among many other topics. Further it is cited that on average, the life span of a new business in Kenya is 3.9 years attributed to the lack of knowledge to plan, run and sustain a business.

3.0 Scope

This Expression of Interest (EOI) seeks to get experienced and knowledgeable partner(s) that can provide Small office Home office (SoHo), Micro, Small and Medium business support and advisory services, hence meet the following scope:

1. Collaborate with Safaricom to craft various business programs targeted to our Small office Home office (SoHo), Micro, Small and Medium businesses on the below areas:
 - Mentorship
 - Business Coaching
 - Training programs
 - Digital skills
2. Develop, curate and package business relevant content as related to use of technology to support business processes enhancements. This content could be centered on current technologies such as Cloud Computing, IoT, and capabilities such as DevOps etc. This content will be topical and refreshed regularly to ensure that we are able to keep our customer informed and engaged as they visit our marketplace. These contents will also be used to market some of Safaricom's product portfolio such as Cloud productivity tools,

Domain & Web Hosting, Infrastructure-as-a-service, IoT solutions, and communication solutions etc.

3. Develop, curate and package business relevant content as relates to the running of business operations. These contents will be based on the activities of running a business but not limited to, book keeping, business planning, human resource management, tax computation and compliance, stock management among others. This information supports business owners with skills required for the survival and efficiently running of day to day business.
4. Provide Tech savvy resources that can hold a conversation with our visiting customers for clarifications and advise on use of simple technology solutions that the customer will be interested in and would be domiciled in the marketplace. These conversations could be the first port of call for customer leads for our Safaricom solutions or for further discussions by our technology sales teams. These resources should at a minimum have technical certifications from credible universities or technical colleges in areas such as Cloud Computing, IoT, DevOps with some business acumen enabling them to hold technical conversations with a diverse customer base.
5. Collaborate with Safaricom to draw a strategy to increase the number of visitors to the marketplace through provision of interesting and engaging content that is topical and relevant to the season. This will go towards the objective of increasing the number of visitors to the marketplace and possible conversion of the same to uptake of solutions on the marketplace. This will also be driven by a clear strategy of the type and packaging of content. This strategy's success will be gauged by a measure of customer experience surveys that lead to improved Net Promoter Scores as well as the number of visitors to the site and conversion of the visitors to our solutions on the marketplace.
6. Develop content using Safaricom events and or personnel such on webinars or podcasts in collaboration with internal Safaricom stakeholders that would be relevant content for our target audience.
7. Provide reports on the insights gathered from the visitors to the page based on, interests of the content provided, calls answered and themes that would support the build of propositions and further enhance our strategy to penetrate the Small Office Home Office (SoHo), Micro, Small and Medium sized market.
8. The ideal Partner will meet the minimum requirements below:
 - Have a physical presence in Kenya.

- Demonstrate an understanding of the Kenyan Enterprise market and our core target customers, namely Small office Home office (SoHo), Micro, Small and Medium sized businesses in Kenya
- Demonstrate their capabilities to attract, maintain and manage the required caliber of talent that is required to provide technical advisory to our customers. Additionally, provide a strategy for recruitment of these skills.
- Demonstrate capabilities and experience in developing structures and strategies of selecting the topics of content to develop and choose tools that would be used for collection of content. Demonstrate the ability to provide content in various forms and technologies such as but not limited to: webinars, animated clips, doodle clips, white papers, articles, case studies etc.
- Demonstrate understanding of policies that govern piracy of content developed or reused from other sources. Provide an understanding of how you guard against piracy and the policies or strategies that would guide your content development and management.
- Demonstrate the understanding of strategy formation to drive traffic to a site through market research and insight gathering and how this would build into content creation and management.
- Be open to continuous check-ins and cadence session with Safaricom representatives for performance review and strategy formation based on the market shifts and Safaricom strategic intent.
- Provide administrative duties on items such as Weekly, Monthly, Quarterly reports on daily customer demand, topics, knowledge, training etc.
- Monthly, Quarterly reports on call/live chat demand and Service Level Agreement (SLA)/timeline for resolutions etc.

The content provided will be housed in our marketplace platform and form a knowledge hub that is critical for our strategic intent to be a partner of choice for the Micro, Small and Medium businesses. A key benefit to our business customers, is to enhance their experience at the discover stage purchasing our products and services on the platform by providing guidance on the right solutions for them, helping them with the conversion by opting for a solution that is right for them and thereafter retention by building Safaricom's posture as the "trusted advisor" and platform of choice for their businesses.

4.0 EOI Requirements

Interested prospective suppliers are requested to submit the following documents as part of their response to this Expression of Interest (EOI):

No.	Company Documents Required
1	Company Profile, list of relevant licenses and certifications. Include details of the company's physical premises and contact details
2	Company organogram, with CVs of key resource personnel.
3	General experience for the firm
4	Audited accounts for the past 2 years
5	List of past projects (not more than 3 years) of similar scope delivered to a telecommunication company or any other organization targeted to small business clients and pricing models (e.g. based on man-day rates/Cost Per service etc) used in these engagements.
6	Verifiable References from organizations that you have created business content for.
7	High Level proposal of the services to be offered, including the services support model, content management framework, local market research and insights strategy
8	Registration with relevant professional bodies to carry out professional business advisory and technical knowledge and support services in Kenya
9	A minimum of 3 years of experience in your area of expertise
10	Accreditation with relevant local and/or international business advisory bodies

5.0 Instructions to Respondents

- Build a detailed response showcasing your firm's capacity and experience in offering business knowledge and advisory services in the areas described in this EOI document. Use the format on Table 2:" List of firms relevant experience" described below
- Detail any other services that your organization deals with that may be related to the focus of this Expression of Interest (EOI) scope.
- Outline any industry best practices and trends that your firm may consider relevant for Safaricom's EOI scope and considerations.
- The EOI response must not include any pricing/commercial proposal.
- All responses should be provided in standard file formats i.e. PPTs, XLSs, DOC(X), PDF.
- The receipt of a response shall not bind Safaricom into any contractual agreements with the bidder. Such arrangements shall only come into place once a tender process has been undertaken and an award issued to successful bidder(s) as evaluated technically and commercially.

- Any costs associated with the preparation and submission of the response to the EOI shall be borne by the vendor.
- State if you intend to submit this bid as a joint venture/consortium or any other joint format Information on key staff as concerns their designation and experience should be submitted in the format provided in table 1 below. ((List of key technical staff) also use table 3 "Summary CV of key staff" to provide the capabilities of your key staff based on their resume.

6.0 Expression of Interest (EOI) Process

Organizations that express interest to participate in the provision of the above-mentioned service, and meet our requirements, shall be prequalified for the provision of this service in their area(s) of expertise, and invited to the tender subject to them providing required documentation and demonstrated ability to deliver the partnership competency.

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

The formal next process will be as below:

1. Review of submitted Expressions of Interest (EOI).
2. Prequalification of shortlisted suppliers who are not currently in our supplier database.
3. Issuing of Tender to selected prequalified suppliers.

Note to respondents:

- 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
- Only the suppliers who meet our minimum requirements will be considered for further discussions.
- Cost of preparing this document will be borne by the supplier
- 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.

7.0 Submissions of Enquiries and Responses

Interested prospective partners, should submit their responses to this EOI in soft copy addressed to COkumu1@Safaricom.co.ke no later than Friday 3rd of September 2021 at 5:00PM East African Time

8.0 Appendix

Information on staff and organization experience

Table 1: List of Key Technical Staff

	Staff – Full Names:	Current Designation/Role:	Years of Experience:

Table 2: List of Firms Relevant Project Experience

	Project Description:	Project Milestones Achieved:	Client Served:	Project Value (KES):

Table 3: CV Summary Template for Key Staff

Name of Staff:	
Profession:	
Years of Experience:	
Years with Firm:	
Membership in Professional Societies:	
Key Qualifications:	
Relevant Certifications:	
Employment Record (Firm & Year)	

CV Certification:

I, the undersigned, certify that to the best of my knowledge and belief, that this biodata correctly describe myself, my qualifications and my experience.

Date: _____
Signature of Staff Member

Day/Month/Year