

# **CALL FOR EXPRESSIONS OF INTEREST**

**" WHOLESALE DISTRIBUTION COMPANY "**

**CANAL+ Rwanda**

## **APPLICATION FORM**

Application Deadline Friday, December 31, 2021

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## I – INTRODUCTION

### 1.1 Business context of CANAL+ Rwanda

CANAL+ INTERNATIONAL is a major player in the publishing of premium and thematic channels as well as the distribution of pay TV offers. Within the framework of its international development, and in order to be closer to its customers, CANAL+ INTERNATIONAL opened a subsidiary in Rwanda in December 2020: CANAL+ Rwanda.

CANAL+ Rwanda has set up a distribution network for its offers, the "CANAL+ Offers". The said Offers allow subscribers to have access, according to the formula, to more than 200 channels, radios and services covering a large number of themes (sports, cinema, series, news ...), via the marketing of packages ranging from 5,000 RWF to 30 000 RWF per month.

CANAL+ Rwanda is constantly pursuing its development with the objective of enabling a large number of households to access a rich and entertaining pay TV offer.

To support the growth of its network and activities while maintaining quality service and proximity, CANAL+ Rwanda plans to reorganize its distribution network in the city of Kigali (see Appendix 1).

### 1.2 General framework of the call for expressions of interest

In this context, CANAL + Rwanda is launching a call for expressions of interest to find a Wholesale Distribution Company to develop and strengthen its distribution network in Rwanda (see details in Appendix 1).

The purpose of this Call for Expressions of Interest (hereafter the "CEI") is to

- present the general framework of CANAL+ Rwanda commercial organization;
- present the conditions for the selection of a wholesaler (hereinafter the "Partner");
- Describe the principal missions, responsibilities and obligations of the CANAL+ Rwanda Partner selected through the CEI process; and
- specify the elements of the application file, the conditions, criteria and terms of application, as well as the various stages of the process for the pre-selection of Partners by CANAL+ Rwanda.

CANAL+ Rwanda does not require applicants to incur any particular expense for both the withdrawal and deposit of the Expressions of interests (EOI). As a result, any expenses, charges or fees incurred by a candidate in the course of his or her candidacy shall remain the sole responsibility of the candidate and candidates will not be able to claim any amount from CANAL+ Rwanda in this regard.

It is expressly pointed out that the CEI has no contractual value, and as such does not create any obligation with respect to CANAL+ Rwanda, nor with respect to its addressees.

### 1.3 CANAL+ Rwanda Distribution network

Among the different distribution channels that are set up within CANAL+ Rwanda network, there is:

<b>NETWORK QUALITY</b>	<b>ROLE</b>	<b>MISSION</b>	<b>NETWORK TYPE</b>
Wholesale Partner	Intermediary between CANAL+ Rwanda and the Partner's indirect distribution network	Develop and manage a network of authorized distributors selling Les BOUQUETS CANAL+ offers.	Reservation in the point of sale of a space dedicated to the marketing of CANAL+ offers and services.

The status described above does not confers to the Partner an exclusivity for the distribution of the Offers and/or services on the national territory or in a zone of intervention.

Integrating the distribution network of CANAL+ Rwanda, allows the Partner :

- to benefit from an important and growing volume of activities;
- to broaden its scope of activity;
- to benefit from an attractive remuneration;
- to be a major player in the growth of CANAL+ Rwanda;
- to actively contribute to the commercial development of the targeted area;
- to market a product with a high commercial value.

## II - APPLICATIONS SOUGHT

CANAL + Rwanda is looking for a wholesaler to strengthen and develop its distribution network in Rwanda, especially in Sector South, West, East and North (see more details in Appendix 1).

The wholesaler will be an essential interlocutor of CANAL + Rwanda. The wholesaler will therefore share the ambitions of CANAL + Rwanda but also its obligations, both organizational and commercial.

The volume and scope of activity as well as an attractive level of remuneration will give wholesalers the means to make the investments necessary for the development of their network.

Given the above, the Partner will have the following missions:

- **Business aspect**
  - Manage and coordinate a network of distributors<sup>1</sup>
  - Guarantee the achievement of performance objectives set by CANAL + Rwanda (recruitments, number of active subscribers, etc.)
  - Achieve the network development objectives (number of points of sale, points of recharge, etc.) set by CANAL + Rwanda
  - Communicate CANAL + information, news, promotions to its network of distributors
  - Provide training and skills development to its network of distributors
  - Relay communication campaigns to local media and the general public
  - Develop means of payment to facilitate renewals
  - Support the development of CANAL + Business offers (hotels, public institutions, etc.)
  - Provide the end customer with quality service, by guaranteeing throughout its network:
    - Compliance with standards and required process of installation
    - Impeccable after-sales service
    - Quality customer speech
- **Financial aspect**
  - Ensure the remuneration of its network of distributors, according to strict deadlines and processes
  - Ensure the credit supply of its network of distributors
  - Respect the payment deadlines for purchases made with CANAL + Rwanda
  - Make purchase of equipment in cash (no credit on equipment)
- **Logistics aspect**
  - Ensure the supply of materials (complete kits) to its network, without discrimination
  - Ensure the supply of visibility elements for its network (gazebo, parasol, flyers, etc.)
  - Have an office and storage space

The provisional date for the start of distribution activities is set on 01 March 2022.

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<sup>1</sup> Number of June 2021: 9 distributors in the North ; 7 in the South ; 6 in the West ; 10 in the East

## III - GENERAL TERMS AND CONDITIONS TO COMPLY WITH

The candidates:

- may express their interest in one of the areas presented on Appendix 1;
- will not be able to be selected on several areas;
- will not have the exclusive right to market the various CANAL+ programs and services in the zone for which they have been selected;
- shall adhere to and comply with all of the group's compliance rules relating to the protection of workers, the absence of child labor, environmental protection, the fight against corruption, and data protection;
- shall not have as corporate officers/executives a person who is politically exposed, or who holds a public office, or who holds a position in the public service.

### 3.1 Legal and fiscal conditions

- To be registered in the Trade and Personal Property Credit Register of the city of Kigali (Rwanda Development Board Certificate);
- Be a company, with legal personality constituted as a commercial company. This condition excludes from the tender any sole proprietorship that does not have a legal personality distinct from the natural person;
- Have a registered office and a physical address ;
- The leaders of the company must not have been convicted of a civil, commercial or criminal offence, or been deprived of their civil rights during the three years preceding the date of submission;
- Hold an insurance policy covering professional risks;
- Be subject to a tax regime allowing the invoicing and deduction of VAT;
- Be up to date with their tax obligations, both declaratory and contributory.

### 3.2 Financial conditions

- Hold a bank account;
- Demonstrate good financial capacity by providing any document (deposit, guarantee, statement of account, ...) to prove it.

### 3.3 Conditions of business

- Not to be a distributor of competing offers or services of CANAL+ Rwanda;
- Have a minimum of three (3) years' experience in the distribution of products and/or services;
- Have a good knowledge of the coverage area (see Appendix 1);
- Have the human resources capacity to supervise a distribution network, to ensure accounting and the management and logistical processing of material orders;
- Have the material capacity to have a secure storage space and a means of transport for the equipment;
- Have computer equipment and an Internet connection.

## IV - COMPOSITION OF THE APPLICATION FILE

Applications must imperatively include the business elements and legal and tax documents listed below.

### 4.1 Business file

The business file will be in the form of a PowerPoint presentation of a maximum of 15 slides and will include the following parts:

- Presentation of the company:
  - Description of the field of activity
  - Activity report for the last 3 years (major achievements, number of sales made, profits generated, turnover growth, investments made)
- Explanation of the motivation for this application;
- Presentation of the organizational chart that will be set up to manage the activity (planned human resources);
- Presentation of a realistic business plan for one (1) fiscal year including in particular:
  - Development of the network (new points of sale, agencies, itinerant sales, door-to-door sales, street marketing, etc.)
  - Forecast business volume: recruitments, re-subscriptions
  - Commission plan for your network
  - Investments to be planned: logistics, facilities, animations, merchandising.

### 4.2 Legal & tax file

The following documents must be gathered:

- Rwanda Development Board :
  - RDB Certificate of domestic company registration
  - Stamped Memorandum of Association
  - 2 copies of proof of identity of board members (ID et passport)
- Rwanda Revenue Authority :
  - Notice of registration Tax Identification Number (TIN)
  - Tax clearance certificate
  - Audited last 3 years Annual Financial Statements
- Rwanda Social Security Board:
  - Notice of registration Number
  - RSSB Clearance Certificate
- Bank and Insurance :
  - Stamped Bank confirmation letter
  - Bank guarantee Letter
  - Certified last 3 months bank statements
  - Multirisk insurance certificate
- Other :
  - CVs for Managing Director, Logistics Manager, Accountant, Commercial Director
  - Application Letter
  - All Managers' criminal record
  - Stamped and registered office lease agreement

Please attach duly completed and signed **Appendices 2 and 3** to these application files.

## V - SELECTION OF APPLICATIONS

### 5.1 Methods of responding to the call for expressions of interest

The application files as well as **Appendices 2 and 3** must be submitted printed in an envelope addressed to the Sales Department at the CANAL + Rwanda headquarters in Kiyovu

And

electronically, to the following address **candidature\_grossiste\_rwanda@canal-plus.com**

The time period for the submission of applications begins on Monday November 22, 2021 at 12:00 p.m. and ends on Friday December 31, 2021 at 12:00 p.m.

### 5.2 Provisional selection schedule

<b>Dates</b>	<b>Key steps</b>
Monday 22 Nov- Friday 31 Dec 2021	Submission of applications
Monday 03- Friday 14 Jan 2021	Analysis of applications by CANAL + Rwanda and pre-selection of candidates for oral interview
Monday 17- Friday 21 Jan 2021	Oral interview with the selected candidates
Monday 24 January 2021	Results
Tuesday 25 Jan- Monday 28 Feb 2021	Contract signature, preparation and training
Tuesday 01 March 2022	Starting date

### 5.3 Analysis of applications

Applications will be assessed on the basis of the criteria below and will be scored out of 10 according to the following breakdown:

<b>No</b>	<b>Elements of evaluation</b>	<b>Maximum score allocated</b>
1	Quality of the submitted file (complete, signed, etc.)	3
2	Legal and organizational soundness of the structure	3
3	Financial solidity	4
	Total	10

Candidates who have obtained a score equal to or greater than 7/10 will be invited to present their application orally at the CANAL + Rwanda premises.



## 5.4 Oral interview

The candidate will have twenty minutes (20 min) to present his business file to the CEO, CFO, Sales Director, Marketing Retention Manager, Sector Manager and Commercial Project Manager of CANAL + Rwanda, who will be able to question the candidate on the points requiring clarification.

Applications will be evaluated on the basis of the criteria below and will be scored out of 20 according to the following breakdown:

No	Elements of evaluation	Maximum score allocated
1	Knowledge of the CANAL+ Offers distribution activity	5
2	Motivation and coherence of the project	5
3	Strength of the planned organization chart	5
4	Business Plan	5
	Total	20

CANAL+ Rwanda remains free to choose its co-contractors. It cannot be forced to choose or retain a candidate, regardless of his or her final score, and this, without the candidate being able to claim any compensation or damages.

## 5.5 Information request / questions

Any request for information regarding the CEI should be sent directly to the following email address **candidature\_grossiste\_rwanda@canal-plus.com** before Thursday, December 23, at 3p.m.

## APPENDICES

### Appendix 1 - Coverage Area

Applicants may express their interest in one of the following sectors:

- **SECTOR SOUTH : KAMONYI, MUHANGA, RUHANGO, NYANZA, HUYE, GISAGARA DISTRICTS**



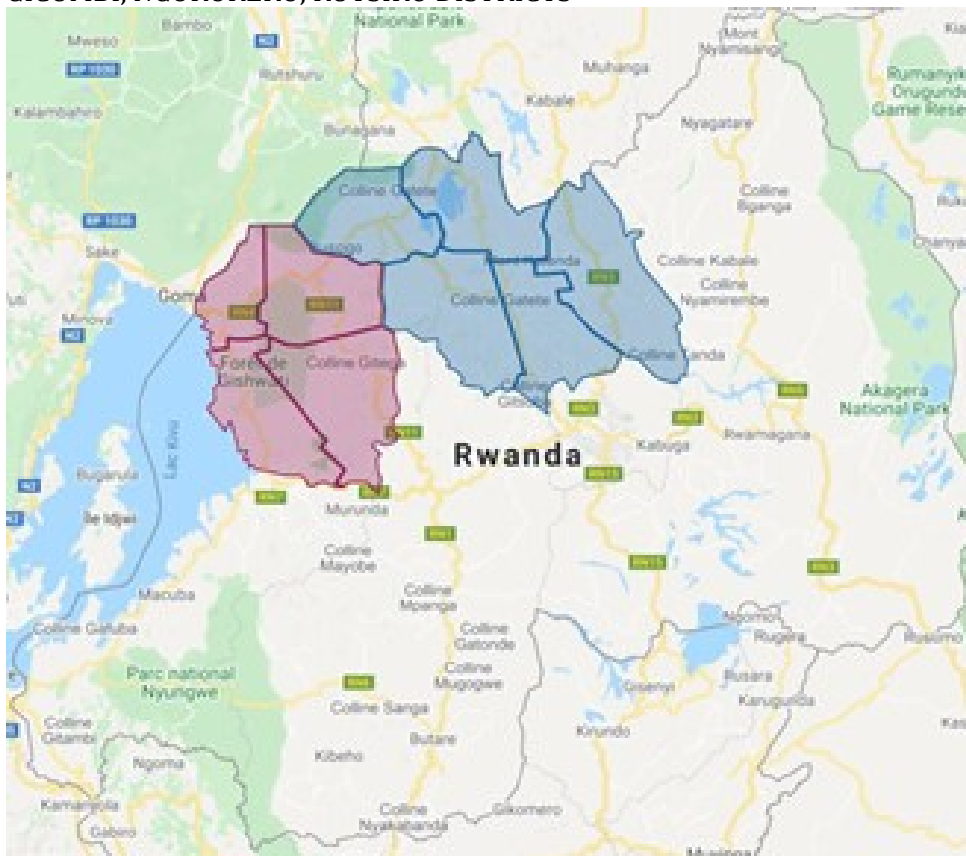
- **SECTOR EAST: BUGESERA, RWAMAGANA, KAYONZA, NGOMA , KIREHE, GATSIBO, NYAGATARE DISTRICTS**



- **SECTOR WEST : KARONGI, RUSIZI, NYAMASHEKE, NYAMAGABE, NYARUGURU DISTRICTS**

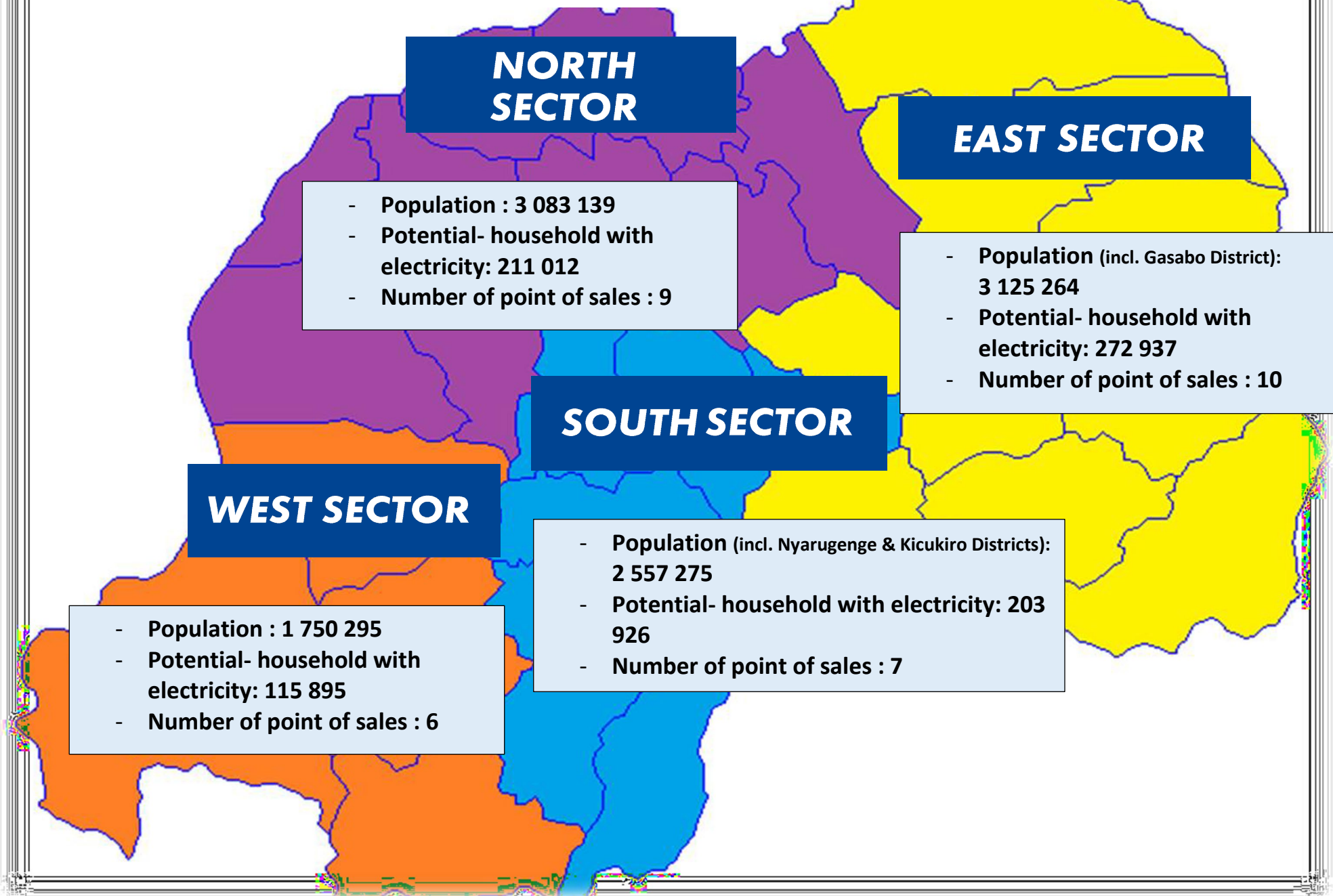


- **SECTOR NORTH : RULINDO, GAKENKE, MUSANZE, BURERA, NYABIHU, RUBAVU, GICUMBI, NGORORERO, RUTSIRO DISTRICTS**



## Characteristics & KPIs of all Sectors

Source: [file:///C:/Users/user/Downloads/RPHC4 %20Population Size.pdf](file:///C:/Users/user/Downloads/RPHC4%20Population%20Size.pdf)



### **NORTH SECTOR**

- Population : 3 083 139
- Potential- household with electricity: 211 012
- Number of point of sales : 9

### **EAST SECTOR**

- Population (incl. Gasabo District): 3 125 264
- Potential- household with electricity: 272 937
- Number of point of sales : 10

### **SOUTH SECTOR**

- Population (incl. Nyarugenge & Kicukiro Districts): 2 557 275
- Potential- household with electricity: 203 926
- Number of point of sales : 7

### **WEST SECTOR**

- Population : 1 750 295
- Potential- household with electricity: 115 895
- Number of point of sales : 6

## Appendix 2 - Application Form

(to be filled in and sent along with the elements of the application file)

<b>IDENTIFICATION DE LA STRUCTURE</b>	
Name of the structure	
Legal status	
Creation date	
Head office	
Address	
Commune	
Phone	
Email	
Website	
Trade register number	
Tax ID	
Tax regime	

<b>IDENTIFICATION OF THE LEGAL REPRESENTATIVE OF THE STRUCTURE</b>	
Last Name	
First name(s)	
Function	
Phone	
Email	

<b>IDENTIFICATION OF THE PERSON IN CHARGE OF THE APPLICATION</b>	
Last Name	
First Name(s)	
Function	
Phone	
Email	

<b>DESCRIPTION OF THE STRUCTURE</b>	
Main purpose	
Presentation of the main activity	
Other activities	

Appendix 3 – Legal and financial independence  
(to be signed and sent along with the application form)

**The Bidder acknowledges being informed and agrees that :**

*CANAL+ Rwanda and the Bidder are legally and financially independent persons, each acting in their own name and under their sole responsibility, without any relationship of subordination to the other.*

*Neither company shall be considered to represent the other and shall not act or bind itself on behalf of the other. Each of them remains solely responsible for its acts, allegations, commitments, services, products and personnel, in particular with respect to its customers and third parties.*

*The call for expressions of interest may in no case be considered as a company or a partnership project between CANAL+ Rwanda and the Bidder, the liability of individuals being limited to the commitments made by the Bidder in the context of the call for expressions of interest.*

*CANAL+ Rwanda shall not be responsible or co-responsible for any investment, commitment, undertaking, or promise made by the Applicants before, during or after the Prequalification Phase.*

Signature of legal representative

Precede the signature with the mention: **Read and approved.**