



**EXPRESSION OF INTEREST (EOI)  
EMS/EOI/001-2019**

**Consultancy Services for**

**Sales and Marketing of E-Plus Products in Kenya**

**Request for Proposals**

**E-Plus Sales Agencies**

**November 2019**

## 1. Background

Emergency Plus Medical Services (E-Plus) is a private company, fully owned by the Kenya Red Cross Society, whose core business is the provision of professional advanced pre-hospital medical care and ambulance services on commercial basis in Kenya. Established in 2010, E-Plus has been providing pre-hospital medical care and transportation to patients with illnesses and injuries on a Commercial basis as well as under Corporate Social Responsibility(CSR).

E-Plus's scope of services ranges from + 24-hour evacuation, Cross-border evacuation, Event coverage: standby ambulance for events, Long-term contracting for special projects, Field support and escort Inter-hospital transfers, Long distance transfer of patients, Paramedic training and certification, Sale of certified first-aid kits, County ambulance service and national government ambulance services.

Our Vision is to be a regionally recognized leader for responsive, superior quality emergency medical and trauma response services.”

The current E-Plus Strategic Plan (2016-2020) focuses on four broad Operational Excellence, pre-hospital Care Excellence, Strategic Partnerships and Financial Sustainability.

Currently E-Plus is the largest emergency medical services provider in the country with a market share of approximately 75% With a comparative advantage of super equipment and a pool of well-trained paramedics, E-Plus stands to increase the market share to 90%.

E-Plus intends to engage sales agency to increase its sales in the country. The sales agency is expected to achieve the following results within the specified period in the agreement.

- Increase uptake of E-Plus products and services
- Capture untapped markets, and get ambulatory services to the people that need them most - thus offering a unique value proposition.
- Promotion and sales of E-Plus products and services through engagement with potential clients.

The agency will be required to develop a business strategy in line with the existing E-Plus strategic plan with a view of;

- i. Product segmentation
- ii. Increase uptake and diversification of product and services.
- iii. Targets to increase sales by 75% of the current base.

The strategic options should focus to optimize sales, production and distribution of products and services.

## **2. Objectives of the Assignment**

The overarching objective is to undertake promotion and sales of E-Plus products and services. The agency will work to set agreed targets within the specified period.

Specifically, the agency will have the following objectives:

- Promote and sell of E-Plus products and services.
- Regular follow up with demand side clients.
- Develop a strategic plan to achieve sales targets.
- Provide feedback for improvement and review of products.

## **3. Scope of the Assignment**

As specified in the objectives, the assignment is to promote products and services in order to realize set targets within the agreed period. The agency should have capacity to undertake the tasks and to achieve this, the agency will explore the key stakeholders, build relationships and engage in promoting and selling E-Plus products and services.

## **4. Responsibilities of the Parties**

### **4.1 Sales Agency**

The main task of the agency is to devise a comprehensive plan of action in order to promote, outreach the products and services.

The following are the specific tasks of the Agency:

- Develop a clear plan of action with comprehensive sales plan detailing activities and their impact on the projected sales for E-Plus packages.
- Lead direct sales of products and services.
- Identify, contact and recruit potential clients.
- Carry out an evaluation and review of sales plan and make recommendations to the management.
- Provide periodic reports as per the terms of engagement.

### **4.2 E-Plus**

The main responsibility of E-Plus is to provide the necessary support to the agency as defined in the work plan within the specified timeframe.

#### **Specific responsibilities:**

- Provide a detailed overview of the sales expectations.
- Undertake dissemination sessions on need basis to the agency staff.
- Facilitate the agency with the necessary support as outlined in the agreement.

## **5. Guiding Principle and Values**

While executing this assignment, the agency shall follow standard ethics of E-Plus with diligence and high degree of professionalism.

## **6. Eligibility/Professional Qualification**

E-Plus is looking for an expert sales agency with strong knowledge and skills on sales. The expert should have a proven track record of work experience on executing similar tasks.

### **Desirable skills and attributes:**

- Strong technical background on sales agency.
- Capacity to build and capitalize the existing networks.
- Excellent communications and interpersonal skills.
- Proven understanding of the emergency medical services and health and insurance sector.
- Proven track record of excellence in the industry.

## **7. Deliverables**

The final deliverable of the assignment will be based on terms of engagement.

## **8. Budget and Payment**

The budget available for this assignment will commensurate with the ability of the agency to deliver, expertise and experience. All applicable taxes will be deducted at source.

The payments will be done as per the terms of engagement.

## **9. Evaluation of Proposals**

All received proposals and CVs shall be reviewed as per the set organizational criteria.

## **10. Time Duration**

The total duration of this assignment will be as per the terms of engagement.

## **11. Request for Proposal**

E-Plus requests interested sales agencies to submit a detailed proposal including curriculum vitae and testimonials [tenders@redcross.or.ke](mailto:tenders@redcross.or.ke) (mention 'Sales Agency in the subject line) or drop it at the address below:

## **12. Submission of Proposal**

This EOI does not constitute a Request for Proposal. Only short-listed firms who will have met all the minimum requirements, will be compiled and invited to respond to a Request for Proposal (RFP) with clear terms of reference.

The bidders should submit the Expression of Interest in Plain envelop clearly marked “**EOI – E-PLUS SALES AGENCIES**”.

The Proposal should be submitted as addressed as below to reach the under signed (hand delivery) **by Wednesday 27th November 2019 at 11:00 am:**

**The Chair Tender Committee  
Kenya Red Cross Society  
P.O Box 40712-00100  
Nairobi**

## **13. Bids Opening**

All bidders or their representatives are invited to attend the tender opening on **Wednesday 27<sup>th</sup> 2019 at 12:00 noon at the Kenya Red Cross Headquarters.**

## **14. Clarification of bid Document**

All correspondence related to the contract shall be made in English. Any clarification sought by the bidder in respect of the project shall be addressed at least three (3) working days before the deadline for submission of bids, in writing to the Administration Coordinator.

The queries and replies thereto shall then be circulated to all other prospective bidders (without divulging the name of the bidder raising the queries) in the form of an addendum, which shall be acknowledged in writing by the prospective bidders.

Enquiries for clarifications should be sent by e-mail to [\*\*tenders@redcross.or.ke\*\*](mailto:tenders@redcross.or.ke)

## **15. Corrupt or Fraudulent Practices**

KRCS requires that tenderers observe the highest standard of ethics during the procurement process and execution of contracts. A tenderer shall sign a declaration that he has not and will not be involved in corrupt or fraudulent practices.

KRCS will reject a proposal for award if it determines that the tenderer recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

Further a tenderer who is found to have indulged in corrupt or fraudulent practices risks being debarred from participating

Please report any malpractices to [\*\*complaints@redcross.or.ke\*\*](mailto:complaints@redcross.or.ke)

## ANNEX 1: RESPONSE PROPOSAL FORMAT

- 1) **Introduction:** description of the firm, the firm's qualifications and statutory compliance (1 page)
- 2) **Back ground:** Understanding of the project, context and requirements for services, Key questions (2 pages)
- 3) **Proposed methodology** - Indicate methods to be used for each tasks and highlight any areas where tasks may need adjustment. (5 pages)
- 4) **Firms experience** in undertaking assignments of similar nature and experience from the geographical area for other major clients (Table with: Name of organization, name of assignment, duration of assignment (Dates), reference person contacts-2 pages)
- 5) **Proposed team** composition (As per annex 3)-1 page
- 6) **Work plan** (Gantt chart of activity and week of implementation)-1 page

## ANNEX 2: TENDER EVALUATION CRITERIA

A three stage evaluation procedure will be used to evaluate all proposals from bidders. The total number of points which each bidder may obtain for its proposal is:

- Mandatory Requirements
- Technical Proposal 60 marks
- Oral presentation 40 marks

### 1. Mandatory Requirements

The proposal shall be evaluated on the basis of its adherence to the following compulsory requirements, this applies to both local and international firms and individuals

Document/ Requirements
Tax compliance certificate
Certificate of incorporation/registration (for firms)
PIN certificate
Comprehensive company profile
<b>Technical competence:</b> Provide relevant and detailed technical qualifications of your firm or consortium to undertake similar or related assignments.
<b>Proceed to next stage (Yes / No)</b>

### 2. Evaluation of the Technical Proposal

The technical proposal shall be evaluated on the basis of its responsiveness to the TOR. Specifically, the following criteria shall apply:

<b>Survey Criteria</b>	<b>Bidders score</b>	<b>Remarks</b>
<b>(1) Introduction:</b> <ul style="list-style-type: none"> <li>Description of the Firm and the Firm's Qualifications</li> </ul>	5	
<b>(2) Background :</b> Understanding of the project, context and requirements for services	10	
<b>(3) Proposed Methodology:</b> The proposed methodology MUST provide an indication of its effectiveness and added value in the proposed assignment.	20	
<b>(4) Firms Experience in undertaking assignments of similar nature and experience from related geographical area for other major clients</b> <ul style="list-style-type: none"> <li>Provide a summary and supporting information on overall years of experience, and related technical and geographic coverage experience</li> </ul>	10	
<b>(5) Proposed Team Composition:</b> <ul style="list-style-type: none"> <li>Tabulate the team composition to include the general qualifications, suitability for the specific task to be assigned and overall years of relevant experience to the proposed assignment.</li> <li>The proposed team composition should balance effectively with the necessary skills and competencies required to undertake the proposed assignment.</li> </ul>	10	
<b>(6) Work Plan:</b> A Detailed logical, weekly work plan for the assignment MUST be provided.	5	
<b>Total Score out of 60</b>	<b>60</b>	

Total scores of the technical bid analysis shall be converted to a denominator of 60. Top three firms will go to the orals stage and thereafter proceed to the to the financial survey stage

### 3. Oral Presentation

<b>Criteria</b>	<b>Bidder's Score</b>	<b>Remarks</b>
Understanding of the assignment	<b>15</b>	
Clear and scientific methodology	<b>15</b>	
Presentation of <ul style="list-style-type: none"> <li>Detailed CVs of team to be involved – Team Lead as per ToR.</li> <li>Two relevant (to this project) sample reports of previous assignments</li> <li>Evidence of legal Compliance-Registration, PIN certificate, tax compliance etc.)</li> </ul>	<b>10</b>	
<b>Total Score out of 40</b>	<b>40</b>	