

Made in Rwanda POSITIVO BGH laptops

Sales Agent Program

Educational Institution Program

Request for Expressions of Interest

1. Introduction

- 1.1 Following commencement of production of Made in Rwanda POSITIVO BGH laptops in Kigali last year, the Government of Rwanda's mandated distributor Africa Smart Investments Distribution Ltd ("**ASI-D**") has announced an innovative financing plan initially targeted towards students and teachers at high schools, universities, technical colleges and similar institutions (together, "**educational institutions**") throughout Rwanda.
- 1.2 ASI-D currently offers Made in Rwanda POSITIVO BGH laptops for outright sale or under an innovative hire purchase scheme over 3, 6, 12 or 25 months, so that customers can choose a payment plan to suit them.
- 1.3 For each hire purchase plan, payment of an initial Rwf 15,000 deposit will unlock the laptop for 30 days, and electronic tokens to unlock the laptop for another 30 days can be made using mobile banking or MTN Mobile Money, Tigo Cash and/or Airtel Money. Upon the customer making the final payment, ownership of the laptop will pass to the customer and the final electronic token will fully unlock the laptop.
- 1.4 Payment options:

The payment plan is as follows:

Deposit (RWF)	Number of Monthly Payments	Monthly Payment Amount (RWF)
219,900*	0	0
15,000	3	84,081
15,000	6	43,289
15,000	12	22,929
15,000	25	12,400 **

* This is a highly discounted price for first-mover customers who can pay upfront, applicable only within a short promotional period.



** ASI-D has a platform that will enable clients to buy the laptop by just paying Rwf 500 per day and you own a laptop.

- 1.5 For primary, secondary and university students, we expect to collaborate with participating schools to ensure that laptops are used as a learning tools. ASI-D will pay each participating school a fee per laptop, and in exchange the school will be expected to assist in the distribution of laptops to their students, hire an ICT in Education Support Person, avail required infrastructure and pay insurance of laptops while at schools.
- 1.6 The Made in Rwanda POSITIVO BGH laptop offered to high school students comes fully loaded with an Intel processor, 2GB memory, 320GB hard disk, the latest Windows 10 operating system, Microsoft Office 365, Bitdefender internet security and 1TB of cloud storage, as well as a 6-month warranty against manufacturer defects.
- 1.7 A higher specification laptop is targeted towards University students and other higher-end users.
- 1.8 Following extensive market research, ASI-D is confident that its offering represents excellent value, especially considering the individual purchase price of the pre-loaded software and cloud storage.

2. Educational Institution Programme

- 2.1 ASI-D encourages all educational institutions within Rwanda to contact ASI-D directly (see paragraph 7.2 below) in order to participate directly in our educational institution programme.
- 2.2 Through its educational institution programme, ASI-D offers education institutions which instigate an institution-wide campaign to promote and assist in the distribution of Made in Rwanda POSITIVO BGH laptops within their educational institution various assistance including:
 - (a) the supply of promotional literature;
 - (b) visits by ASI-D and/or ASI-D sales agents (without charge, and on a no-obligation basis) to demonstrate Made in Rwanda POSITIVO BGH laptops and their potential as an educational tool; and
 - (c) financial support towards defraying the costs of the campaign and subsequent laptop use within the educational institution.



3. Sales Agent Programme

- 3.1 ASI-D is currently increasing its roster of sales agents across the country under its Sales Agent Programme.
- 3.2 The principal responsibility of sales agents is to market and sell Made in Rwanda POSITIVO BGH laptops within each sales agent's sales territory, focusing on educational institutions within that sales territory.
- 3.3 Among other things, sales agents are expected to identify, analyse and prioritise all educational institutions within their sales territory, and to carry out a structured marketing and sales campaign to ensure thorough distribution of Made in Rwanda POSITIVO BGH laptops within those educational institutions.
- 3.4 This will involve engaging with:
 - (a) educational institutions, in particular head teachers and ICT leaders within educational institutions; and
 - (b) students and their parents within the sales agent's sales territory.
- 3.5 Sales agents are of course permitted and encouraged to also sell Made in Rwanda POSITIVO BGH laptops within their sales territory to customers outside of educational institutions.

4. Required Qualifications of Sales Agents

- 4.1 ASI-D wishes to recruit established companies with a track record in the ICT sector, in particular in sales and after-sales service, to act as sales agents covering each district within Rwanda.
- 4.2 ASI-D's sales agents (and their key staff) are expected to have at least 3 years' direct experience of selling and/or servicing ICT related products in Rwanda, to be in good standing with all Government authorities, and to maintain an impeccable reputation.

5. Sales Agent Remuneration

ASI-D compensates its sales agents on a sales commission basis (only) which is discussed directly with selected candidates. Sales agents may also have the opportunity to earn further revenue in the after-sales service market.

6. Responses from Sales Agents

- 6.1 If your company is interested in becoming an ASI-D sales agent, please respond providing:



- (a) **requested sales territory:** the provinces (and within them the districts) where your company operates and would wish to represent ASI-D;
- (b) **your company:** a brief description of your company, including –
 - (i) the year in which your company commenced trading;
 - (ii) the names of your company's key shareholders and senior management;
 - (iii) the location(s) of your company's offices or other premises;
 - (iv) a description of any secure place which you company has to physically hold stock of Made in Rwanda POSITIVO BGH laptops immediately prior to distribution;
 - (v) your company's experience in selling and servicing ICT products, in particular laptops and/or other computers;
 - (vi) your company's experience in serving the educational sector, in particular high schools, universities and/or technical colleges or similar;
 - (vii) details of any other existing contacts which your company and/or key shareholders or staff members have with educational institutions within the requested sales territory; and
 - (viii) your company's approximate sales turnover in each of the last three years;
- (c) **marketing plan:** a brief description of how your company would propose to
 - (i) contact educational institutions within the requested sales territory, (ii) build relationships with key personnel within those educational institutions, (iii) support the distribution of laptops to customers within the requested sales territory, in particular students and staff at educational institutions, and (iv) provide after-sales assistance to customers; and
- (d) **readiness:** confirmation as to whether your company is ready to immediately represent ASI-D within the requested sales territory, or alternatively the mobilisation time which your company would require.

7. Application Procedure

- 7.1 Parties interested in acting as ASI-D's sales agents should submit their response (providing the information set out in paragraph 6 above) to ASI-D by email to doreen@asid.rw by August 26, 2016.



- 7.2 Educational institutions interested in promoting the distribution and use of Made in Rwanda POSITIVO BGH laptops directly within their institution should contact ASI-D by email to doreen@asid.rw at any time; however, early responses are strongly encouraged.

8. General

- 8.1 This request for expressions of interest (this “**Request**”) does not create legal rights or obligations between ASI-D and any party receiving and/or responding to this Request.
- 8.2 All costs associated with the preparation of responses to this Request shall be borne by the responding party and not by ASI-D.
- 8.3 ASI-D is under no obligation to enter into any relationship with any party responding to this Request, and shall have no obligation to any such party unless and until a definitive, binding agreement is entered into between ASI-D and that party.

Done at Kigali, 12th August 2016

KARENZI FRANCOIS

EXECUTIVE CHAIRMAN