EnDev Kenya – Humanitarian Component

Market-Based Energy Access Project - Phase III

(MBEA III)

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| Application Template |

Version 1: July 2023

**Notes:**

* Only shortlisted applicants will be consulted.
* Details provided in this application may be verified during the assessment of this application.

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1. **Organizational Background Details**
	1. **Registration and contact details.**

|  |  |
| --- | --- |
| **Registered Business Name**  |  |
| **Contact person** | **Name:**  | **Position:**  |
| **Full contacts of the organization** | **Physical:**  | **Postal:** |
| **Telephone:**  | **Email:**  |
| **Type of organization** |

|  |  |  |
| --- | --- | --- |
| 1. | Manufacturer | [ ]  |
| 2. | Distributor | [ ]  |
| 3. | Stove Production Unit | [ ]  |

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|  |  |  |
| --- | --- | --- |
| 4. | Financial Institutions  | [ ]  |
| 5 | Other (specify) | [ ]  |
| 6. | Other (specify) | [ ]  |

 |
| **Type of products** |

|  |  |
| --- | --- |
| Pico Solar Systems  | [ ]  |
| Solar Home Systems | [ ]  |
| Solar Appliances | [ ]  |
| Component-based solar systems  | [ ]  |

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| --- | --- |
| ICS | [ ]  |
| Higher ties biomass stoves | [ ]  |
| EPCs | [ ]  |
| Other (specify) | [ ]  |

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* 1. **Overall organizational brief.**

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| Brief introduction of your organization (Maximum ¼ page) including:* Nature of overall business and years of experience.
* Current footprint (including offices, branches, and counties of operation)
* Experience working in a refugee setting.
* Past work in solar / stoves / financial facilitation
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1. **Product Details – Solar and Cookstoves**

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| **List and provide details of the products you intend to promote with support from the project.** |
| **Product Name (stove or solar or solar appliances)** | **Specify target group (Households/Businesses or a combination)** | **Size (W) (for solar)** | **Fuel used (for stoves)** | **Average Price****(End User)** | **Other (if any)** |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
| **NOTES:*** Add rows as necessary.
* Please attach product details/catalogue/Photos with your application.
 |
| Are the products tested/certified locally or internationally? If so. Please provide details per product. |  |
| Are you the manufacturer (product owner)? If not, please describe your distribution role and provide partnership evidence (MoU/Letter of partnership). |  |
| Do you provide a product warranty? If so, provide details. Alternatively, describe your quality assurance mechanism. |  |
| If promoting stoves using alternative fuels (briquettes, bio-ethanol, pellets), indicate the source or how you will ensure sustainable end-user access to alternative fuels.  |  |
| Describe the technical installation requirements per product.* Will any of the products require a technical expert to install them?
* Are there any installation costs?
 |  |
| Do you provide after-sales support? If so, please describe your services and approach, also indicating the location of your service centres (if any) and the process used by customers to access after-sales support.  |  |

1. **Distribution approach**

**NOTES:**

* To focus the project efforts, it is preferred that applicants are selective of their customer target group and align these with the product offering.
* Please only indicate the distribution approach for the selected target group or in the case the applicant wants to target multiple target groups, indicate specific approaches for different target groups.
	1. **Promote solar and stoves for households (if applicable)**

|  |  |
| --- | --- |
| Describe the business/distribution model. * Who are your targeted customers?
* How will the products reach the households?
* Will you sell on cash or credit?
* Do you have any linkages with credit/loan providers?
 |  |
| Briefly describe the business and market barriers you hope to address with support from this project. |  |
| Which activities (to address the above barriers) do you propose to implement with support from this project? |  |
| How can this project add value to your business if supported to implement the proposed activities?* What results or milestones do you hope to achieve through the implementation of these activities?
 |  |

* 1. **Promote solar and stoves for productive use in business settings (if applicable)**

|  |  |
| --- | --- |
| Describe the business/distribution model. * Who are your targeted customers?
* How will the products reach the households?
* Will you sell on cash or credit?
* Do you have any linkages with credit/loan providers?
 |  |
| Briefly describe the business and market barriers you hope to address with support from this project. |  |
| Which activities (to address the above barriers) do you propose to implement with support from this project? |  |
| How can this project add value to your business if supported to implement the proposed activities?* What results or milestones do you hope to achieve through the implementation of these activities?
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1. **Past Sales Performance**

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| * Provide your sales performance in Kakuma camp for the last six months before this application.
* Indicate the sales target within the period of the project for each product listed in your application.
* Separate sales targets per target group (Household and SME).
 |
| Name of product (stove or solar) | Total units sold in previous 6 months | Targets July 2023 – Dec 2023 | Target group (Household/SME) |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

NB: Add rows as necessary.

1. **Data Reporting**

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| --- | --- |
| Briefly describe your sales data management and reporting system (manual or automated) |  |
| Will your data management system provide the following details: * Date of purchase
* Consumer details (Names and Identification numbers)
* Consumer contacts (Address and phone number)
* Gender of consumer
* Customer location (County & Sub County)
* Product type/name
* Unique Serial number of the product and/or Account number
* The total price of the product
* If the product has been sold on credit – the initial deposit by the consumer and the loan/credit value.
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| **For more information, please contact:**The EnDev Kenya team,SNV Netherlands Development Organisation Ngong lane, off Ngong road | P.O Box 30776 00100 Nairobi, KENYA | [www.snv.org](http://www.snv.org/) Email: snvendevkenya@snv.org | Tel +254 724 463 355 | Tel +254 722 233 775 |