**Market Based Energy Access Project Phase II**

EnDev Kenya

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| EOI Template |

**Version 1: Dec 2019**

**Notes:**

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

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# Organizational Background Details

## Registration and contact details.

|  |  |  |
| --- | --- | --- |
| **Registered Business Name** |  | |
| **Contact person** | **Name:** | **Position:** |
| **Full contacts of organization** | **Physical:** | **Postal:** |
| **Telephone:** | **Email:** |
| **Type of organisation** | |  |  |  | | --- | --- | --- | | 1. | Manufacturer |  | | 2. | Distributor |  | | 3. | MFI |  | | |  |  |  | | --- | --- | --- | | 4. | SACCO |  | | 5 | Bank |  | | 6. | Others (specify) |  | |

## Overall organizational brief.

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| --- |
| Brief introduction of your organization (Maximum ¼ page) including:   * Overall business model and years of experience. * Current foot print (including offices, branches and counties of operation) * Experience working in a refugee setting * Work in solar / stoves / financial facilitation |
|  |

# Product Details – Solar and cookstoves

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **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/Business/Social Institutions 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 together 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 product warranty? If so, provide details. Alternatively describe your quality assurance mechanism. | |  | | | | |
| If promoting stoves using alternative fuels (briquettes, bio-ethanol, pellets), indicate 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? * Are there any installation costs? | |  | | | | |
| Do you provide after sales support? If so, please describe your services and approach, also indicating location of your service centres (if any) and the process used by customers to access after sales support. | |  | | | | |

# Distribution approach

**NOTES:**

* In order 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.

# 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 EnDev. |  |
| Which activities (to address the above barriers) will you implement with support from EnDev? |  |
| Briefly describe how EnDev will add value into your business.   * What results or milestones do you hope to achieve through implementaton of these activities? |  |

# 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 businesses/SMEs? * 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 EnDev. |  |
| Which activities (to address the above barriers) will you implement with support from EnDev? |  |
| Briefly describe how EnDev will add value into your business.   * What results or milestones do you hope to achieve through implementaton of these activities? |  |

# Promote stoves and small scale solar solutions for social institutions in the refugee set-up (if applicable)

|  |  |
| --- | --- |
| Describe the business / distribution model.   * Who are your targeted customers? * How will the products reach social institutions? * 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 EnDev. |  |
| Which activities (to address the above barriers) will you implement with support from EnDev? |  |
| Briefly describe how EnDev will add value into your business.   * What results or milestones do you hope to achieve through implementaton of these activities? |  |

# Sales performance

|  |  |  |  |
| --- | --- | --- | --- |
| * Provide your sales performance in Kakuma camp for the last six months prior 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/SME/Social Institution) | | | |
| Name of product (stove or solar) | Total units sold previous 6 months | Targets Jan 2020 – March 2021 | Target group (Household/SME/Social Institution) |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

NB: Add columns as necessary.

# Financial contribution and data reporting

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| --- | --- |
| Are you willing to contribute to the activity implementation costs (up-to 50% either in cash or in-kind).  Note: Examples of in-kind contributions includes staff time, venues, or any other quantifiable materials / services or facilities that you can provided during implementation of each specific activity. |  |
| Are you willing and able to finance pre-agreed activities before receiving funds from the project? |  |
| 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 number) * 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 * Total price of the product * If the product has been sold on credit – the initial deposit by the consumer and the loan/credit value. |  |