

**CALL FOR EXPRESSIONS OF INTEREST**  
**" EXCLUSIVE CANAL+ DISTRIBUTION COMPANY: ENSEIGNE "**  
**CANAL+ Rwanda**  
**APPLICATION FORM**

Application Deadline Monday, September 26, 2022

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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 Rwanda (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 an Exclusive Distribution Company of CANAL+ Offers and Services to develop and strengthen its distribution network in the Western sector of 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 an "Enseigne" (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 Profile of the Partner

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

<b>NAME</b>	<b>ROLE</b>	<b>MISSION</b>	<b>NETWORK TYPE</b>
Enseigne Partner	Intermediary between CANAL+ RWANDA and the Subscribers through its own network of distribution	Manage its own network of points of sale, exclusively dedicated to the distribution of CANAL+ Offers and Services	Points of sale dedicated exclusively to the distribution 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 – CONSIDERATION FOR APPLICATION

CANAL + RWANDA is looking for an Enseigne to strengthen and develop its distribution network in the Western part of Rwanda (see “**Territory**” in Appendix 1).

The Enseigne will share the ambitions of CANAL + RWANDA but also its obligations, both organizational and commercial (especially merchandising wise).

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

- **Business aspect**
  - Manage and develop a network of shops & mobile sales force of its own
  - Ensure the performance of its own shops and vendors
  - Communicate CANAL + information, news, promotions to the general public
  - Provide training and skills development to its own vendors
  - Develop means of payment to facilitate renewals
  - Provide the end customer with quality service, by guaranteeing throughout its network:
    - Compliance with standards and required process of installation (Service+)
    - Compliance with CANAL+ merchandising charter
    - Impeccable after-sales service
    - Quality customer speech
- **Financial aspect**
  - Ensure the remuneration of its own vendors
  - Ensure the credit supply of its own network

- 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 own network
  - Ensure the supply of visibility elements for its own network (gazebo, parasol, flyers, etc.)
  - Have an office and storage space

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

### III - GENERAL TERMS AND CONDITIONS TO COMPLY WITH

The candidates:

- May express their interest for the Territory presented in 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 (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;
- The VIVENDI group, of which CANAL+ RWANDA is a part, intends to involve their Partners in respecting the principles related to the protection of personal data, anti-corruption, compliance with laws and texts in force;
- In the situation where the Partner is selected by CANAL+ RWANDA at the end of the call for expressions of interest, it shall have the obligation to respect these principles of compliance which are included in the distribution contract to be signed with the Partner selected by CANAL+ RWANDA.

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### 3.2 Financial conditions

- Hold a bank account in Rwanda;
- 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+;
- Exclusively distribute CANAL+ Offers and Services;
- Have a minimum of two (2) years' experience in the distribution of products and/or services;
- Have a good knowledge of the Territory (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 apply and respect the CANAL+ merchandising charter;
- 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 SUBMISSION 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 10 slides and will include the following parts:

- Presentation of the company:
  - Description of the field of activity
  - Activity report for the last two (2) 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;
- Presentation of a realistic business plan for one (1) fiscal year including in particular:
  - Development of the network (shops & mobile sales force);
  - Forecast business volume: recruitments, re-subscriptions;
  - 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
  - Two (2) copies of proof of identity of board members (ID **and** passport)
- Rwanda Revenue Authority:
  - Notice of registration Tax Identification Number (TIN)
  - Tax clearance certificate
  - Audited last three (3) year Annual Financial Statements
- Rwanda Social Security Board:
  - Notice of registration Number
  - RSSB Clearance Certificate
- Bank and Insurance:
  - Stamped Bank confirmation letter
  - Bank guarantee Letter
  - 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
  - Appendices 2 and 3 duly completed and signed

## V – SELECTION OF CANDIDATES

### 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 in a closed envelope addressed to the Sales Department at CANAL+ Rwanda Headquarters, Sanlam Towers KN 67 St, Kiyovu, Kigali,

And,

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

The time period for the submission of applications begins on Wednesday 14 September, 2022 at 05:00 p.m. and ends on Monday 26 September, 2022 at 06:00 p.m.

### 5.2 Provisional selection schedule

<b>Dates</b>	<b>Key steps</b>
14 - 26 sept. 2022	Submission of applications

27 - 28 sept. 2022	Analysis of applications by CANAL + Rwanda (pre-selection)
29 - 30 sept. 2022	Oral interview
03 oct. 2022	Results
04 - 28 oct. 2022	Contract signature
01 nov. 2022	Starting date

### 5.3 Submissions assessment

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

No	Elements of evaluation	Maximum score allocated
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.

The candidate will then have twenty (20) minutes 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.

### 5.4 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](mailto:candidature_grossiste_rwanda@canal-plus.com) before Friday 23 September at 03:00 p.m.

## VI – SUBMISSION PROCESSING

All the information communicated will be used to process the submission file within the framework of the EOI and in compliance with the applicable regulations on the protection of personal data. The candidate authorizes by the constitution of his file CANAL+ RWANDA to use the information and data communicated and to keep them for a period of one (1) year for the applications which would not be selected.

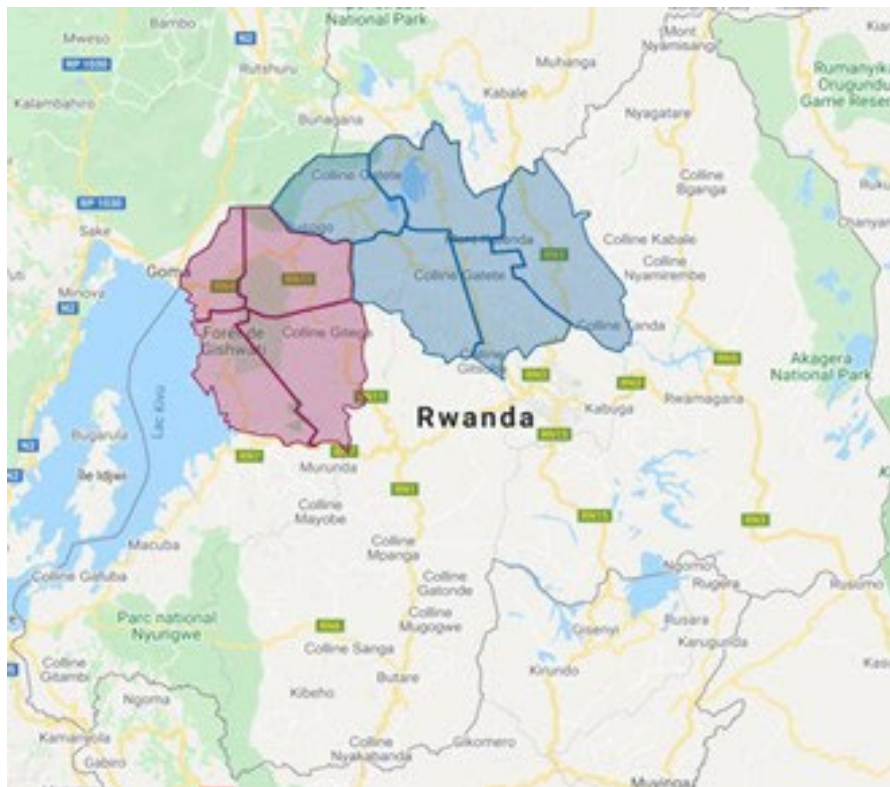
In accordance with applicable law, you have the right to access, rectify, oppose and delete personal data concerning you, which you can exercise by sending a request to the following email address: [candidature\\_grossiste\\_rwanda@canal-plus.com](mailto:candidature_grossiste_rwanda@canal-plus.com)

## APPENDICES

### Appendix 1 – Territory

Applicants may express their interest in the following sectors:

North: RULINDO, GAKENKE, MUSANZE, BURERA, NYABIHU, RUBAVU, GICUMBI, NGORORERO, RUTSIRO DISTRICTS



West: KARONGI, RUSIZI, NYAMASHEKE, NYAMAGABE, NYARUGURU DISTRICTS



## 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.**