



MARKET DEVELOPMENT PARTNERS - TERMS OF REFERENCE

February, 2019

1. Introduction

ZAMTEL has commissioned over Three Hundred (300) New Towers across the country. A further Four Hundred (400) more New Towers will be commissioned within 2019. The deployment of these new Rural, Urban, Sub-Urban and 4.5G Sites is meant to ensure that ZAMTEL mobile communication coverage reaches the remotest part of Zambia. This development will not only give the Zambian citizenry access to communication, but also provide unlimited business opportunities.

It is in this regard that ZAMTEL wishes to join forces with local companies as well as skilled, talented and hardworking individuals to monetize these new sites. The successful companies and/or individuals will work with ZAMTEL to commercialize the newly commissioned sites across the country on a Revenue Share basis.

The scope of work under each category is broken down as follows:

LOT 1: Commercialization of new Rural coverage sites

- New subscriber recruitment
- Mobile Handset Sales
- Recruitment of ZamsellIT Agents
- Recruitment of Mobile money customers
- Recruitment of ZamKwacha Agents
- Recruitment of Mobile money and ZamPay Merchants
- Recruitment of SIM Replacements Agents
- Recruitment of SIM Registration Agents
- Branding of recruited Agents

LOT 2: Commercialization of urban and sub-urban sites

- New subscriber recruitment
- Mobile Handset Sales
- Recruitment of ZamsellIT Agents
- Recruitment of Mobile money customers
- Recruitment of ZamKwacha Agents
- Recruitment of Mobile money and ZamPay Merchants
- Recruitment of SIM Replacements Agents

- Recruitment of SIM Registration Agents
- Branding of recruited Agents

LOT 3: Commercialization of 4.5G sites

- New subscriber recruitment
- Sale and activation of 4.5G
- Educate and support customers on how to use the service

The Market Development partners will be required to meet minimum requirements to qualify for the partnership with ZAMTEL.

2. Minimum Requirements

Market Development Partners shall be required to meet the minimum requirements as stated below:

Companies

- i. Registered Companies or Individuals
- ii. A valid Tax Clearance Certificate
- iii. Must have proven experience related to Market development, customer acquisition, Agro-Distribution, Social Marketing, Rural community mobilization and other related fields.
- iv. Must submit Company profile
- v. Must submit latest Bank statement for 3 months

Individuals

- i. CV
- ii. Copy of National Registration Card
- iii. Bank Account details
- iv. ZRA TPIN

3. Targets

Zamtel shall together with the successful partners set and agree targets which will be expected to be met within set timelines.

Please note that the closing date for submission of Proposals is **Friday, 8th March, 2019**. Proposals shall be submitted to the Supply Chain Unit or sent via email to marketdevelopment@Zamtel.co.zm . All proposals shall be addressed to the Chief Commercial Officer.