



**REQUEST FOR PROPOSAL**

**PROVISION OF RETAIL CUSTOMERS AND MARKET  
SIZING RESEARCH (RETAIL CUSTOMER  
SEGMENTATION)  
RFP-2021-12/0008**

**RELEASE DATE:** 08<sup>th</sup> December 2021

**CLOSING DATE:** 21<sup>st</sup> December 2021, 12.00 PM

*RFP – PROVISION OF RETAIL CUSTOMER SEGMENTATION RESEARCH SERVICES*

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**EXPRESSSION OF INTENT TO PARTICIPATE IN TENDER**

This form is to be completed on receipt of the tender document from Britam Insurance Company (Kenya) Limited.

This page is to be completed immediately and scan copy in PDF format e-mailed to Procurement [procurement@britam.com](mailto:procurement@britam.com). The data contained in this form will be used to send out any addenda that may arise. Firms that do not register their interest by completing this form may not be sent addenda that may arise.

Name of the firm’s representative completing this form:

\_\_\_\_\_

Firm’s Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel No: \_\_\_\_\_

Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signed by (Name): \_\_\_\_\_

Position in Firm: \_\_\_\_\_

## 1 INTRODUCTION

### 1.0 Purpose of the Tender

The Britam Insurance Company Limited ("Britam") invites qualified firms to submit their proposals for the Provision of RETAIL CUSTOMERS SEGMENTATION RESEARCH SERVICES

This Request for Proposal (RFP) is being made available to interested service providers on a restricted tender basis. This document is intended to provide vendors with sufficient understanding of the Britam's requirements to enable them to respond.

For the purposes of the RFP it is necessary to disclose information in this document, and its schedules, which is considered confidential and should therefore not be used (otherwise other than in furtherance of this tender) or disclosed to any third party without explicit prior written consent of Britam.

Britam on its part also acknowledges that it is requesting through this RFP for information that is confidential and therefore commits in equal terms to reciprocal confidentiality.

### 1.1 Acknowledgement of Bidding Documents

Britam invites proposals for Provision of **Retail customers and market sizing research** Services in accordance with the requirements set out in this document. Within four (3) working days of receipt of the RFP, the Bidder is required to acknowledge receipt of the RFP, and notify his intention to submit a bid by email to Britam at [procurement@britam.com](mailto:procurement@britam.com). The mail will include the signed registration template on Page 4 of this document.

Working days are defined as being any day of the week between Monday and Friday (0800 – 1700 Hrs) excluding weekends and gazetted public holidays in the Republic of Kenya).

Failure to do so shall be perceived as an intention not to submit a bid and the Bidder will be eliminated from the bid process, and required to destroy the RFP document in keeping with confidentiality requirements.

## 1.2 Point of Contact

All enquiries or correspondence concerning the details of this tender should be addressed, in the first instance by e-mail to: [procurement@britam.com](mailto:procurement@britam.com) . The subject on the email should be "**CLARIFICATION ON THE RFP FOR PROVISION OF RETAIL CUSTOMERS SEGMENTATION RESEARCH SERVICES**"

- All responses from Britam to the Bidder shall be channelled through the Procurement Officer.
- It is the responsibility of the Bidder to obtain any further information required to complete this RFP.
- Any clarification request and their associated response will be circulated to all Bidders.
- All clarifications must be sought at the latest 2 days prior to the close of the RFP.

## 2 ABOUT BRITAM HOLDINGS PLC

### 2.0 Organization Profile

**Britam Holdings PLC** ("Britam") is a leading diversified financial services group, listed on the Nairobi Securities Exchange. The group has interests across the Eastern and Southern Africa region, with operations in Kenya, Uganda, Tanzania, Rwanda, South Sudan, Mozambique and Malawi. The group offers a wide range of financial products and services in Insurance, Asset management, Banking and Property. For more information, please visit <http://www.britam.com/>

The Group offers a wide range of products and services to individuals, small businesses, corporations and government entities. The range of products includes life insurance, pensions, health insurance, and general insurance through its insurance businesses in the region. The financial solutions which include, unit trusts, investment planning, wealth management, off-shore investments, retirement planning and discretionary portfolio management which are offered through its asset management business. In addition, the company carries out property development, and also has

substantial investments in the banking sector. For More information please visit <http://www.britam.com>

## **2.1 Britam Vision**

To be leading diversified financial services company in our chosen markets across Africa.

## **2.2 Britam Mission**

Providing you with financial security every step of the way.

### **3 OVERVIEW OF THE PROPOSAL**

#### **3.0 Overview**

Suppliers are key stakeholders in the operation of Britam Holdings Plc. Their onboarding process is required to be fair, transparent and competitive devoid of any malpractices as provided for in the Procurement Policy. To achieve this objective, the process of prequalification shall be carried out through a third party consultant with proven track record in delivery and execution with utmost professionalism.

#### **3.1 Objective of the Corporate Customers and market sizing research services**

Britam seeks services of a qualified RETAIL CUSTOMERS SEGMENTATION RESEARCH SERVICES CONSULTANT with expertise to provide comprehensive supplier prequalification services and tender evaluation services.

Britam intends to

- I. Undertake an online supplier prequalification process and the aim is to have an efficient process, maintain transparency, save time, save money, clear audit trail, and automated data storage among other benefits.
- II. Undertake Tender processing for selected categories. The selected categories will be shared with you upon completion of supplier prequalification process.
- III. You are required to provide a competitive rate to carry out the above mentioned services separately.

#### **3.2 Scope of Work**

Britam seeks for a partner to facilitate in carrying out this exercise as per below key objectives.

- I. Map our current products offering against these identified needs
- II. Identify gaps in our current product portfolio as compared with the segment needs
- III. Input into our product development process based on behavioral/life stage needs predictions

This research should also help us identify new market segments by identification of unserved markets. Top of mind:



- I. The hustler segment that is currently under served since the products floated by financial institutions are designed for a consumer with a regular salary. This section can also be defined as the informal sector where they earn wages.
  
- II. The business people/GIG economy: In as much as they don't have a regular salary, they do earn comfortable incomes either through self-employment or through free-lance contractual work. We would like to understand their financial needs how they prioritize their expenses and what format of financial products would best speak to them.

For purposes of this brief a retail customer is;

- Customers buying our products for individual consumption
- Will fall within the age bracket of 18yrs to 55+
- Will have some form of a disposable income

### **Respondent Profile & Methodology**

Provide a suitable research methodology that will give us answers to the above main questions and also invaluable insights to inform our Strategy. The proposed two phases are:

#### **Secondary data:**

- Life stage methodology of segmenting customers to identify autonomous categories of customers within these life stages
- Uptake and usage of financial products and services at various life stages including their size & share of wallet for each category
- Uptake of insurance products, which products are the most popular and from which providers (Competitor profiling)
- Global trends in as far as disrupting the insurance sector is concerned. (This with a special focus on international markets that mirror the same characteristics to our market)
- General population data on;
  - Births – list of popular maternity hospitals and rate of child birth per these hospitals

- Search data for young parents on education related decisions for their children
- Insights on child rearing needs/ecosystem – clothing, upkeep, health, recreation etc.
- Industries that employ the largest number of individuals per county

**Primary data:**

- Focus groups with representation from the various identified life stage segments
- Special focus on youths 'hustlers' and the self-employed
- Britam customers who can shed light on their perception of our processes and service
- Non-Britam customers who can shed light on their preferred providers and their preferred products
- Customer with no insurance products who can shed light on their perception towards insurance and their barriers to uptake

**Technical – (Scores - 70%)**

- I. Potential respondent to provide a clear methodology on how you intend to undertake this exercise.
- II. Demonstrate how you shall constitute review committees for the various categories and deliver within the set timelines.
- III. Potential vendor to provide references of similar jobs undertaken in last 2 years
- IV. Potential respondent to provide a clear project execution plan with timelines for each activity.

**Financial – (Scores - 30%)**

- V. Provide competitive consultancy fee card inclusive of applicable taxes covering; withholding tax, terms of payment.

## **4 FORMAT OF RESPONSE TO TENDER**

### **4.0 Information to be provided by bidders**

All bids should contain **ALL INFORMATION REQUESTED IN SECTIONS 4.1 TO 4.5**. The information should be in the following order.

#### **4.1 General Information about the firm**

Provide the following documentation in respect of your company.

- (i) Certificate of registration (or its equivalent) that is valid in accordance with any legally recognised jurisdiction
- (ii) Tax compliance certificate (or its equivalent) that is valid in accordance with any legally recognised jurisdiction
- (iii) Current County Trade license/Business permit
- (iv) Accreditation or a licence to perform similar services in by the Insurance Regulatory Authority.
- (v) Company Profile, with a clear organogram and area of speciality
- (vi) List of Directors (Name, ID Number/passport number, Nationality, Telephone and physical address
- (vii) Britam Non-Disclosure Agreement (document to be provided to accompany this RFP)
- (viii) Britam Supplier Code of Conduct (document to be provided to accompany this RFP)
- (ix) Britam Business Litigation and Probity; and Lead Time and Credit Period Declaration Form (document to be provided to accompany this RFP)

#### **4.2 Organization of the firm**

- Depth of the firm's practice in serving global clients of the scale and scope of Britam.
- Briefly highlight the profiles and technical qualifications of the research staff to be involved. This could include the numbers of years of experience in a research role; level of research professional qualification with reputable research bodies; and any other relevant qualification. The firm must have at least two qualified Specialists from a reputable research body.
- Statement summarizing the benefit to Britam of engaging the firm.

#### **4.3 Reference Sites**

Statement of capabilities and references in similar projects undertaken over the last three years including a brief description of the projects undertaken and reference letters. The firm needs to have conducted similar work with an insurance company, Financial Institution in Africa of the same or bigger, size and operation with Britam.

By responding to this Tender the service provider confirms that they have no objection to Britam obtaining independent references from their current customers in furtherance of this Tender.

#### **4.4 Particulars of the Project Deliverables**

This section shall provide details including but not limited to your methodology and deliverables as outlined in paragraph 3.2.

##### **Deliverables**

- Rate card for adhoc supplementary projects that will need to be carried out from time to time such as focus groups and customer dipsticks
- Data input for purposes of venturing into group retail products. We will require data and insights on the following specific organizations (how they make financial decisions, location & area of operation and respective contacts of their key decision makers):
  - Data on SACCOs (as per the different categorization of SACCOs),
  - Deposit taking micro-finance organizations,
  - Self-help groups
  - Welfare groups
  - Car dealers (importers & car yard owners)
- Executive summary
- Full report that meets the objectives above and with pen portraits of the profiles
- Report should have both quantitative and qualitative data
- Go to Market strategy – opportunities for Britam
- Face to face presentation to the Britam team
- In-house statistician or data scientist is a must have

#### **4.5 Bid Preparation and Submission**

Bid documents should be put in plain sealed envelopes labelled as below and dropped in the tender box located on Britam Centre.

**RFP FOR PROVISION OF RETAIL CUSTOMERS SEGMENTATION RESEARCH SERVICES – RFP-2021-12/0008**

Tenders may also be posted earlier than the deadline to:

The Head of Procurement  
Britam Centre  
Mara/Ragati Road Junction, Upperhill,  
P. O. BOX 30375-00100 – Nairobi, Kenya

And marked at the top “**DO NOT OPEN BEFORE DECEMBER 21, 2021, 12:00 PM (GMT +3)**”

Offers must be submitted in two separate documents, 1(one) technical- and 1 (one) commercial bids and must be submitted in separate files/envelopes, clearly identified as:

- The file with the technical proposal should be identified as follows:  
**NAME OF THE COMPANY, TECHNICAL PROPOSAL FOR THE PROVISION OF RETAIL CUSTOMERS AND MARKERT SIZING RESEARCH**
- The file with commercial proposal should be identified as follows:  
**NAME OF THE COMPANY, COMMERCIAL / FINANCIAL PROPOSAL**

A soft copy of the bid should also be submitted on flash disk together with the bid documents through the tender box. No soft copy submission of the bid shall be made through any electronic means prior to the bid opening. Any such electronic submission shall lead to disqualification of the bid.

## **5 GENERAL CONDITIONS OF CONTRACT**

### **5.1. Introduction**

Specific terms of contract shall be discussed with the bidder whose proposal will be accepted by the Company. The resulting contract shall include but not be limited to the general terms of contract as stated below from 5.2 to 5.14.

### **5.2. Award of Contract**

Following the opening and evaluation of proposals, the Company will award the Contract to the successful bidder whose bid has been determined to be substantially

responsive and has been determined as the best evaluated bid. Britam will communicate to the selected bidder its intention to finalize the draft conditions engagement in consultation with the bidder

### **5.3. Application of General Conditions of Contract**

These General Conditions (sections 5.2 to 5.14) shall apply to the extent that they are not superseded by provisions in other parts of the Contract that shall be signed.

### **5.4. Bid Validity Period**

Bidders are requested to hold their proposals valid for ninety (90) days from the closing date for the submission.

### **5.5. Non-variation of Costs**

The prices quoted for the service and subsequently agreed and into the contract shall be held fixed for the contract period.

### **5.6. Delays in the Bidder's Performance**

- 5.6.1. Delivery and performance of the Transaction shall be made by the successful Bidder in accordance with the time schedule as per Agreement.
- 5.6.2. If at any time during the performance of the Contract, the Bidder should encounter conditions impeding timely delivery and performance of the Services, the Bidder shall promptly notify the Company in writing of the fact of the delay, its likely duration and its cause(s). As soon as practicable after receipt of the Bidder's notice, the Company shall evaluate the situation and may at its discretion extend the Bidder's time for performance, with or without liquidated damages, in which case the extension shall be ratified by the parties by amendment of the Contract.
- 5.6.3. Except in the case of "force majeure" as provided in Clause 5.14, a delay by the Bidder in the performance of its delivery obligations shall render the Bidder liable to the imposition of liquidated damages pursuant to Clause 5.8.

### **5.7. Liquidated damages for delay**

The contract resulting out of this RFP shall incorporate suitable provisions for the payment of liquidated damages by the bidders in case of delays in performance of contract.

### **5.8. Governing Language**

The Contract shall be written in the English Language. All correspondence and other documents pertaining to the Contract which are exchanged by the parties shall also be in English language.

### **5.9. Applicable Law**

This agreement arising out of this RFP shall be governed by and construed in accordance with the laws of Kenya and the parties submit to the exclusive jurisdiction of the Kenyan Courts.

### **5.10. Successful Bidder's Obligations**

The successful bidder:

- 5.10.1. Is obliged to work closely with Britam staff, act within its own authority, and abide by directives issued by the Company that are consistent with the terms of the Contract.
- 5.10.2. Will abide by the job safety measures and will indemnify the Company from all demands or responsibilities arising from accidents or loss of life, the cause of which is the Bidder's negligence. The Bidder will pay all indemnities arising from such incidents and will not hold the Company responsible or obligated.
- 5.10.3. Will be responsible for managing the activities of its personnel, or subcontracted personnel, and will hold itself responsible for any misdemeanours.
- 5.10.4. Will not disclose the Company's information it has access to, during the course of the work, to any other third parties without the prior written authorization of

the Company. This clause shall survive the expiry or earlier termination of the contract

### **5.11. PAYMENT TERMS**

Britam will not make any payments in advance. Britam will issue an LPO for all services required and the LPO will be paid 30 days from receipt of invoices in arrears.

Britam will not accept partial deliveries and neither will it make partial payments.



## **6 BRITAM SUPPLIER CODE OF CONDUCT**

### **6.1 GENERAL**

This Code is applicable to all Britam suppliers (hereinafter "Supplier" or "Suppliers") and their employees (be they temporary, casual or permanent) and sub-contractors throughout the world. Britam requires all Suppliers to conduct their business dealings with Britam in compliance with this Code and in compliance with all laws applicable to the Supplier's business, wherever conducted. By entering into business transactions with Britam, the Supplier agrees to abide by the terms of this Code and acknowledge that compliance with this Code is required to maintain the Supplier's status as a Britam Supplier. Britam shall have the right to terminate any Supplier's contract for failure to comply with the provisions of this Code. Britam recognizes that local laws may in some instances be less restrictive than the provisions of this Code. In such instances Suppliers are expected to comply with the Code. If local laws are more restrictive than the Code, then Suppliers are expected to comply with applicable local laws.

### **6.2 PROVISIONS**

In particular, Suppliers must comply with the following:

#### **6.2.1 Relations with competitors**

Suppliers will be required to comply with applicable antitrust or competition laws and will not engage in any restrictive trade practices. Suppliers will at all times act in a manner that will uphold and encourage healthy competition.

#### **6.2.2 Bribes, Conflicts of Interest, Gifts and other Courtesies**

##### *6.2.2.1 Bribes*

Suppliers shall not make or offer bribes or payments of money or anything of value to any Britam employee or any other person including officials, employees, or representatives of any government or public or international organisation, or to any other third party for the purpose of obtaining or retaining business with Britam. For the avoidance of doubt Britam considers an act of bribery to include the giving of money or anything of value to anyone where there is belief that it will be passed on to a government official or Britam employee

for this purpose. Suppliers are required to comply with all applicable local anti-bribery laws.

#### *6.2.2.2 Gifts and other business courtesies*

Suppliers shall ensure that any expenditure incurred in relation to any particular Britam employee or government official is in the ordinary and proper course of business and cannot reasonably be construed as a bribe or so as to secure unfair preferential treatment. A general guideline for evaluating whether a business courtesy is appropriate is whether public disclosure would be embarrassing to the Supplier or Britam.

Britam employees may accept unsolicited gifts from Suppliers provided:

- they are items of nominal value – KShs 1500 or less, or
- they are advertising or promotional materials having wide distribution e.g. calendars, stationaries, diaries, etc; and
- Acceptance of the gift does not violate any applicable law.

#### *6.2.2.3 Conflicts of Interest*

No supplier shall enter into a financial or any other relationship with a Britam employee that creates a conflict of interest for Britam. A conflict of interest arises when the material personal interests of the Britam employee are inconsistent with the responsibilities of his/her position with the company. All such conflicts must be disclosed and approval to the transaction given.

### **6.2.3 Compliance and implementation**

#### *6.2.3.1 Licenses and Returns*

The Supplier will be required to obtain and renew, in accordance with any law or regulations all permits, licenses and authorizations required for it to carry out its business. In addition, the Supplier will

be required to prepare and file any returns that it may be required to file under its incorporation statute, the Companies Act.

#### *6.2.3.2 Taxation, Financial Integrity and Retention of Records*

- The Supplier will comply with all revenue laws and will not evade tax.
- Suppliers will be required to maintain accurate and reliable financial and business records and shall not have any false or inaccurate accounting books or records related to Britam for any reason. Suppliers shall maintain all business records at the minimum in compliance with the provisions outlined by the Kenya Revenue Authority or local revenue authorities from time to time.
- When any government investigation or audit is pending or ongoing then Suppliers will not destroy any relevant records until the matter has been investigated and closed.

#### **6.2.4 Violations**

If a Supplier becomes aware of any known or suspected improper behaviour by another Supplier in relation to their dealings with Britam or if a bribe or other inducement is requested from a Supplier by any Britam employee or any other person with the promise of influencing Britam's position as far as that Supplier is concerned or if the Supplier feels that a conflict of interests exists with one of Britam's employees then all pertinent details should be reported in confidence to the following Contact Address

Procurement [procurement@britam.com](mailto:procurement@britam.com)

#### **6.2.5 Variations**

Britam reserves the right to vary this Code at any time.