



SAGER GANZA MICROFINANCE PLC

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TENDER NOTICE

TITLE: TENDER FOR THE SUPPLY OF HIGH QUALITY PROMOTIONAL MATERIALS AND BRANDING SERVICES.

1. About Us

SAGER GANZA MICROFINANCE Plc is a licensed microfinance institution that began operations in 2005 with the goal of providing a reliable financial platform for small and medium-sized enterprises (SMEs) and business owners in Rwanda. Our mission is to significantly improve the socio-economic conditions of Rwandans through provision of saving and credit services aimed at eradicating poverty.

2. Objective of the Assignment

The primary objective of this tender is to supply high-quality promotional materials and deliver impactful branding services that will increase the institution's visibility, enhance brand recognition, and strengthen customer engagement. The assignment will:

- Boost public awareness of SAGER GANZA MICROFINANCE Plc.
- Promote products and services to current and potential customers.
- Strengthen SAGER GANZA MICROFINANCE Plc corporate image and market presence.

3. Scope of Work

The selected supplier/firm will be responsible for:

1. Design and Production of Promotional Materials:

- Branded items such as T-shirts, caps, pens, notebooks, key holders, umbrellas, banners, pull-up stands, staff badges and bags.
- Creative design of materials that align with SAGER GANZA MICROFINANCE Plc brand identity.

2. Branding Services:

- Supply and installation of branded signage at all branches.
- Production of gifts for special events or customer appreciation.

3. Quality Assurance:

- Ensure all materials meet high-quality standards.
- Deliver items within agreed timelines.

4. Deliverables

The firm is expected to deliver:

1. Detailed design mockups for approval before production.
2. Full delivery of all agreed promotional items to designated branches.
3. Completed installation of branding materials.
4. A summary report of completed works and deliveries.

5. Qualifications and Experience

The supplier/firm should have:

- Proven experience in designing, producing, and delivering promotional materials and branding services.
- A strong portfolio of similar assignments, preferably in the financial or corporate sector.
- Adequate production capacity and reliable delivery mechanisms.
- Excellent design capabilities aligned with corporate branding guidelines.
- Ability to deliver and install across multiple locations in Rwanda.

6. Evaluation Criteria

Proposals will be evaluated based on the following:

- Understanding of the assignment and proposed approach (30%).
- Relevant experience and qualifications of the firm (30%).
- Proposed timeline and work plan (20%).
- Financial proposal (20%).

7. Submission of Proposals

Interested suppliers/firms are invited to submit their proposals, including:

- Company registration certificate.
- Technical proposal outlining designs of the materials as listed in the above scope of work
- Financial proposal with a detailed budget.
- References from at least two previous similar assignments.
- Copy of a valid tax clearance certificate.

Proposals should be submitted in one scanned document to **info@sagerganza.co.rw** by **20th May 2025 at 04:00 PM**. Late submissions will not be considered.

8. Confidentiality

All information provided by the Institution and generated during the assignment must be treated with strict confidentiality and used solely for the purpose of this contract.

Done at Kigali, On 06th May 2025

Christian M. KAMARI
Chief Executive Officer

