



1. Introduction & Background

AVIPRO Rwanda Ltd is a fully integrated poultry business dedicated to providing high-quality poultry products. Our mission is to contribute to Rwanda's food self-sufficiency through inclusive business practices. We are launching Kukuyacu, a new retail brand of high-quality chicken meat products, and are seeking an experienced Marketing and Activation Agency to partner with us for its successful market introduction. This partnership is strategic and focuses on market entry, brand visibility, and driving initial sales velocity.

2. Objective of the Service

The selected agency will be responsible for developing and executing a launch plan to establish the Kukuyacu brand in the modern retail trade. The key objectives are:

- To establish Kukuyacu as a trusted and visible retail chicken brand in key urban markets.
- To drive initial penetration through key supermarket and minimarket listings.
- To build product visibility and trial via in-store branding, sampling, and retail engagement.
- To create measurable sales momentum in the first 3 months post-launch.

3. Scope of Services & Expected Deliverables

The agency's proposal must outline its approach and capability to deliver the following:

- Market Due Diligence Report: Including outlet mapping, competitor analysis, and high-potential target list.
- Launch & Penetration Strategy: A detailed plan covering priority areas, trade marketing actions, pricing/promotion recommendations, and success metrics (KPIs).
- Stock & Product Mix Proposal: Initial volume recommendations per SKU and customer type.
- Performance Tracker: A template for weekly monitoring of sales, outlet activation, and visibility.
- Activation Plan: A visual and logistical plan for in-store visibility and consumer sampling events.

4. Proposal Submission Requirements

Your technical and financial proposal must include:

A) Technical Proposal:

- Company profile and relevant experience in FMCG/retail launch.
- Understanding of the brief and your proposed strategic approach.
- Detailed work plan and timelines aligned with the project phases.
- CVs of key team members who will be assigned to the project.
- Two (2) certificates of good completion for similar projects.

B) Financial Proposal:

- A detailed cost estimate for the entire scope of services, inclusive of all taxes.
- Clear breakdown of costs (e.g., man-hours, activation costs, etc.).
- Proposed payment terms.

5. Administrative Requirements (Mandatory)

Bidders must include copies of the following documents:

- Registration Certificate issued by RDB.
- Valid Tax Clearance Certificate from RRA.
- Valid RSSB Clearance Certificate.



- Proof of payment of a non-refundable fee of Rwf 10,000 to Avipro Rwanda Ltd, Account No: 00062-06977842-28 (Bank of Kigali).

6. Submission Details

Proposals must be submitted electronically to procurement@eclosia.com

Subject Line: "Proposal for Kukuyacu Brand Launch"

Deadline: 5th December 2025 at 5:00 PM Kigali Time.

7. Evaluation and Award Criteria

Proposals will be evaluated based on the following criteria:

- Technical Approach & Expertise: 60%
 - Understanding of the brief and quality of the proposed strategy.
 - Relevant experience and team qualifications.
 - Work plan and timelines.
- Financial Proposal: 30%
 - Cost-effectiveness and value for money.
- Payment Terms: 10%
 - Commitment to high quality and favorable terms.

8. General Conditions

- Intellectual Property: All work product, strategies, and materials created for this project shall become the exclusive property of AVIPRO Rwanda Ltd.
- Validity: Proposals must remain valid for 90 days from the submission deadline.
- Modification & Cancellation: AVIPRO Rwanda Ltd reserves the right to modify, cancel, or reject any or all proposals at any time without incurring any liability.

We look forward to receiving your innovative proposals.

Signed, 

Country Manager

AVIPRO Rwanda Ltd

AVIPRO RWANDA LTD