



**Invitation to Tender
for representing
Ethiopian Cargo &
Logistics Services as
General Sales and
Service Agent for
United Kingdom**

**Cargo Market Research,
Distribution and Promotion**

2 May 2024

1. Introduction

Ethiopian Airlines Group found in **Addis Ababa, Ethiopia** with its head office at **Bole International Airport, P.O. Box 1755**, invites willing candidates to bid for representing **Ethiopian Cargo & Logistics Services** in the sales territory of **United Kingdom** as a General Sales and Service Agent.

It is the intention of **Ethiopian Airlines Group** to let a contract for one year.

2. Purpose of Tender

This invitation to tender seeks to obtain the most effective and efficient General Sales Agent in the sales territory of **United Kingdom**. During the past Ethiopian Cargo & Logistics Services used to appoint General Sales Agents for the Area by evaluating qualitative data; however, as market growth, changing marketing environment and dynamism of operation forced the use of tendering and affixing additional quantitative requirements becomes mandatory.

3. Specification of services to be supplied

Specific requirements are as follows:

- a) Sales of transportation on the air transport services of Ethiopian Cargo & Logistics services and shall properly and timely submit the sales proceeds.
- b) Soliciting and promoting cargo traffic on the services of the Principal, and employing staff competent and sufficient to do so at its sole cost and expense;
- c) The reservation for cargo transportation
- d) Selecting and appointing approved sales agents as per IATA Resolutions.
- e) Supervision and instruction of its sales agents in the said territory
- f) Distribution among the agents and display of timetables, tariffs, and publicity materials provided by Ethiopian Cargo & Logistics services providing and maintaining a suitable area in its place of business for the exclusive display of such publicity materials of the Airline.
- g) Organizing special publicity or press campaigns for Ethiopian Cargo & Logistics services upon prior written approval of such campaigns
- h) Exert every effort to enhance the goodwill of Ethiopian Cargo & Logistics Services.
- i) Compilation and prompt dispatch of market statistics and reports
- j) Representation of Ethiopian Cargo & Logistics Services in negotiations with the Governmental and other Authorities, officials, offices and agencies exercising jurisdiction or control over the air transport services of the Principal in the territory of the General Sales Agent.
- k) Coordinate with ground handling agent and customs office both at the warehouse and the ramp areas in order to facilitate smooth forwarding of export cargo and delivery of import cargo.
- l) Handling of importing cargo (i.e. to meet each passenger or cargo flights), collect incoming cargo manifest, cross check the incoming cargo manifest with the physical cargo received, to deliver cargo to customs warehouse and obtain arrival manifest, to report the incoming cargo discrepancies immediately and to follow-up with concerned offices till case finalized.
- m) To follow-up the delivery of incoming cargo to consignee and advice proof of delivery information whenever demanded by the concerned departments.
- n) Ensures that shippers comply with IATA standard packing, marking and labelling procedures and other regulations.
- o) Provision of efficient operation for suitable inquiry, reservations and booking offices readily identifiable, as the carrier office, adequately equipped for the sale and accommodation for cargo over the counter by mail or by telephone.

- p) Arranging for delivery of Cargo shipments on behalf of shippers to the receiving points designated by Ethiopian Cargo & Logistics services.
- q) Effective utilization of Cargo Spot in reservation, AWB capturing, message forwarding, pricing and the like.

4. **How to return your response?**

Your response must be returned in the templates provided in **Annex A to J** on **pages 5 - 7**.

- 4.1. Please include two sealed copies of your Tender document in plain envelopes marked **“Tender for representing Ethiopian Cargo & Logistics Services as General Sales & Services Agent in “United Kingdom”** to:

Contact Person No.01

Mr. Abreham Muluken

**Manager Cargo Market Research, Distribution & Promotion
Ethiopian Cargo & Logistics Services**

**Ethiopian Airlines, Headquarter,
Bole International Airport,
Cargo Terminal 2, 1st Floor Office No. 104**

P.O.Box 1755

Email: AbrehamM@ethiopianairlines.com

Contact Person No.02

Henock Woubishet (Mr.)

**Area Manager UK & Ireland,
Ethiopian Airlines, United Kingdom**

2 Burgoyne House, Great West Quarter,

Ealing Road, Brentford, TW8 0GB

Email: HenockW@ethiopianairlines.com

Telephone: +44 2089879086

Or Interested Applicant can send soft zipped files named as “**Tender for representing** Ethiopian Cargo & Logistics Services as **General Sales & Services Agent** in “**United Kingdom**” with valid Company email address to below email addresses.

Mr. Abreham Muluken

**Manager Cargo Market Research, Distribution & Promotion
Ethiopian Cargo & Logistics Services**

Email: AbrehamM@ethiopianairlines.com



Copy to: CMRDP@ethiopianairlines.com

Note: Personal email address will **NOT** be accepted- please ensure you use a business email address to apply.

The Tenders should arrive no later than **31th May 2024**, Tenders not meeting the deadline will not be evaluated.

5. **Timing of the Tender process**

Planned dates for the Tender process are:

-  Deadline for the receipt of Tender: **31th May 2024**
-  Contract Award: **First Week of June 2024**

6. **Criteria for acceptance and evaluation**

The Tender must be returned correctly (in compliance with the Tender structure given in Annex A-J below) and on time. Failure to comply will eliminate your Tender from consideration. The company that meets the minimum selection criteria and provides the Tender that is the most economically advantageous to the Airline will be awarded the contract.

The Tender must demonstrate an understanding of Ethiopian Cargo & Logistics service's values and needs specific to this Invitation to Tender. The Tender will be evaluated on (but the evaluation is not limited to):

- 6.1. Be organized as a company and its documents of incorporation and bye-laws be acceptable to Ethiopian Cargo & Logistics services.
- 6.2. Must be well established and recognized in the territory, familiar with business policies, political and social conditions of the territory to actively promote Ethiopian.
- 6.3. Must have the ability to sufficiently handle conversion of local currency to other currencies acceptable to Ethiopian Cargo & Logistics services as specified in each contract and be able to remit such funds to Ethiopian efficiently.
- 6.4. Is not engaged in any other activity that may adversely affect the interests of Ethiopian Cargo & Logistics services.

- 6.5. Should not have in its defined territory a substantial interest in the ownership, management or profit of an agent and/or IATA cargo agent or a sufficient interest in the ownership, management decisions of the agent.
- 6.6. Should possess financial and professional capability to promote ET in the market.
- 6.7. Should be able to produce audited financial statement showing its position to the satisfaction of Ethiopian Cargo & Logistics services.
- 6.8. Should be able to produce an absolute, unconditional and irrevocable Bank Guarantee payable upon demand and sufficient to cover 60 days' sales of the GSA or sufficient to cover the sales of two consecutive reporting periods whichever is higher. The Bank guarantee has to be valid at all times and be reviewed every year.
- 6.9. Should have influence on or close relation with relevant authorities to facilitate Ethiopian Cargo & Logistics service's operational needs.
- 6.10. Should not be a GSA for carrier(s) who operates on the same route with Ethiopian and thus, are direct competitors.

Details of the information required should be provided in attached templates in Annex A – J of this document.

This Invitation to Tender is not an offer or guarantee of award of business.

All costs incurred in the preparation of the bid are the bidder's responsibility.

Annex A – Meet targets assigned for the year

Revenue
Monthly Sales Target in USD: - _____
Quarterly Sales Target in USD: - _____
Yearly Sales Target in USD: - _____
Uplift
Monthly uplift Target in Tonnes _____
Quarterly uplift Target in Tonnes _____
Yearly sales Target in Tonnes _____

Annex B – Financial Stability

Please provide 2 years of audited accounts i.e. Balance sheet and Income statement (most recent 2 years)

Annex C – Customer Service Standards

Please provide details of your customer service standards

Annex D – Reputation (references) and Experience

Please provide;

- a) a brief history of your company**
- b) Representation History and relationship**
- c) a list of your *present* corporate clients**
- d) Relationship with global forwarders and express integrators**

Annex E – Management information reporting proposal

Please provide;

- a) examples of the different types of reports your company can produce for its customers, either electronically, on-line or as hard copies**

Annex F – Technical/professional skills of staff

- a) Please provide details of the team that you propose to work with us, including where their regular place of work is located**
- b) Please attach a brief CV for each person. (No more than 1-page A4 per person)**

Annex G – Number of Branch Offices

Please provide Number of your branch offices within the territory and outside with brief detail of staff handling Ethiopian Cargo & Logistics services activities

Annex H – Marketing Plan

Please provide your marketing plan (it should at least have SWOT analysis, market segmentation and positioning strategies, market forecast, marketing mix strategies and implantation.)

Annex I – Bank Guarantee

Please indicate your intension to provide an absolute, unconditional and irrevocable Bank Guarantee payable upon demand and sufficient to cover 60 days forecasted sales on Annex A or sufficient to cover the sales of two consecutive reporting periods whichever is higher.

Annex J – Any Additional Value-Added Services

Please describe any additional unique services that you can offer to Ethiopian Cargo & Logistics services to deliver effective and efficient services.

