REQUEST FOR PROPOSAL

GEN Z MARKET INTELLIGENCE AND PRODUCT DEVELOPMENT SERVICES FOR QONA SACCO

IMPORTANT NOTES TO THE VENDORS

Bidders are responsible to understand the scope of this RFP and to comply with the requirements specified in it. Bidder must provide accurate responses to the requirements within this document. References to external documents or websites will not be considered. Failure to comply to with any of the requirements in this RFP could cause the rejection of the bidder proposal. The responses of the bidder to this RFP will become the property Qona Sacco Society Ltd. Qona Sacco Society Ltd reserve the right to use any information in this proposal to Qona Sacco Society Ltd benefit.

INSTRUCTIONS

1) The response document is to be fully and comprehensively completed in all respects.
2) All documents must be submitted in English.
3) You may be asked to clarify your answers or provide more details.
4) Qona Sacco Society Limited will examine the documents to determine completeness, general orderlies and sufficiency of response. Failure to complete this questionnaire and/or to provide written answers to any further questions or requested additional information for clarification will result in the supplier’s elimination from further consideration.
5) Please note that by responding to this questionnaire you accept that all answers provided in this questionnaire are LEGALLY BINDING and should a need arise, may be used as evidence in any court of law. Further Qona Sacco Society Limited reserves the right without further recourse to verify at its own cost the accuracy of any answers provided therein.
6) Information given by the applicant shall be treated in strict

confidence.

7) Applicants to note that this DOES NOT amount to any contractual obligation on the part of Qona Sacco Society Limited and Qona Sacco Society Limited is not obliged to place orders with any of the respondents to this RFP.
8) Where insufficient space has been provided on the questionnaire, additional answers may be provided as supplementary on separate sheet bearing rubberstamp and signature of a senior person in the Organization.
9) The original document shall be prepared in indelible ink. It shall not contain interlineations or overwriting, except as necessary to correct errors made by the supplier. Any such corrections must be initialled by the person(s) who sign(s) the document.
10) The completed document shall be signed off and initialled by the authorized signatories of the organization.
11) Applicants will meet all costs associated with the preparation and submission of their applications.
12) **Canvassing will lead to automatic disqualification of the applicant.**
13) Submission is per instructions given in the Invitation to Tender.
14) Late submission will not be acceptable. Any application(s) received after the date and time of closure will not be considered.

1.0 INTRODUCTION AND BACKGROUND

Qona SACCO Society Limited (hereinafter referred to as "Qona SACCO") is a leading Savings and Credit Cooperative Society in Kenya, established in 2001. The SACCO has a membership base of over 19,000 members and an asset base exceeding KES 14 billion.

Qona SACCO is pursuing an ambitious growth strategy centred on the Generation Z segment — urban Kenyan youth aged 18–28 — with a target to onboard 25,000 Gen Z members by November 2026. Delivering this requires deep, Kenya-specific intelligence on Gen Z financial behaviour, and a partner able to translate that intelligence into compelling, market-ready cooperative financial products.

In compliance with the Co-operative Societies Act, SASRA guidelines, best corporate governance practices, and its internal procurement policy, Qona SACCO hereby invites qualified, experienced and competent research and/or product development firms to submit proposals for the provision of Gen Z Market Intelligence, a Product Development Workshop, and Strategic Advisory Services to design and launch two Gen Z-targeted financial products. This is an open, competitive Request for Proposal and all eligible firms are invited to apply.

2.0 PURPOSE AND OBJECTIVES OF THE ASSIGNMENT

2.1 Overall Objective

To obtain robust, Kenya-specific Gen Z financial-behaviour intelligence and expert product development support that enables Qona SACCO to design and launch two Gen Z-targeted financial products — a savings product, a loan product or an investment product— contributing directly to the target of onboarding 25,000 Gen Z members by November 2026.

2.2 Specific Objectives

The assignment aims to:

- Provide comprehensive, statistically robust market intelligence on the financial behaviour, needs and aspirations of Kenyan youth aged 18–30.
- Translate the intelligence into clear, actionable insights for Qona SACCO's product and marketing strategy.
- Support product documentation, regulatory (SASRA) readiness, and go-to-market planning through to launch.

- Enable Qona SACCO to onboard 5,000 Gen Z members on the savings product and 5,000 on the loan or investment product by November 2026.

3.0 SCOPE OF WORK

The scope of work shall include, but not be limited to, the following:

3.1 Gen Z Market Intelligence and Research

Provide or conduct comprehensive, statistically robust research into the financial behaviour of Kenyan youth aged 18–30, ideally with national (county-level) coverage. The research should address savings behaviour, borrowing patterns, SACCO awareness and perception, institutional trust, financial literacy, risk appetite, and betting behavior. Bidders may leverage existing **proprietary datasets** and/**or conduct primary research;** the data source, methodology, sample size and geographic coverage must be clearly disclosed in the proposal.

3.2 Insights Briefing to Leadership

Deliver a structured presentation of the key insights and their direct implications for Qona SACCO's product design and marketing strategy.

3.3 Product Design and Documentation

Develop product concept documentation sufficient to support internal alignment, risk assessment and SASRA regulatory review.

3.4 Go-to-Market and Launch Support

Support quality assurance and testing, launch planning, and the market rollout of the two products.

3.5 Data Protection Compliance

Ensure that all research and data handling complies with the Data Protection Act, 2019, including lawful basis, informed consent and, where applicable, registration with the Office of the Data Protection Commissioner.

4.0 DELIVERABLES

- Gen Z market intelligence report and underlying dataset, with methodology and coverage clearly stated.
- Insights briefing presentation to Qona SACCO leadership.
- Two product concept designs (savings and loan/ Investments), including customer journey maps and a go-to-market framework.
- Product design documentation package prepared for SASRA review.
- Launch and rollout plan for the two products.
- Final project report.

5.0 DURATION AND WORK PLAN

- The assignment shall be completed within three (3) months from the date of contract signing.
- The bidder shall provide a detailed work plan outlining milestones and delivery timelines.

An indicative phasing of the assignment is:

- Market intelligence and insights briefing.
- Product development workshop.
- Product documentation and SASRA readiness.
- Quality assurance, testing and market launch.

6.0 ROLES AND RESPONSIBILITIES

6.1 Responsibilities of the Consultant / Firm

- Provide or conduct the Gen Z market intelligence and fully disclose the methodology and data sources.
- Deliver the insights briefing to leadership.
- Co-design the two products and prepare documentation for regulatory review.
- Support quality assurance, launch and reporting.
- Comply with the Data Protection Act, 2019 and Qona SACCO brand guidelines.
- Work within the agreed budget and timelines.

6.2 Responsibilities of Qona SACCO

- Provide brand guidelines, product context and relevant internal information.
- Review and approve insights, product concepts and deliverables.
- Facilitate internal alignment and the SASRA submission.
- Make timely payment in line with the agreed terms.

7.0 QUALIFICATIONS AND EXPERIENCE REQUIREMENTS

The bidder must demonstrate:

- Minimum five (4) years' experience in market research and/or financial product development in Kenya.
- Proven experience researching or designing products for the youth / Gen Z segment specifically for financial institutions, Saccos, Insurance and Investment companies.
- Experience working with SACCOs, banks, fintechs or other financial institutions.
- A robust, clearly disclosed research methodology capable of delivering statistically significant, Kenya-wide insights.
- A strong portfolio of similar assignments.
- Demonstrated understanding of the Kenyan cooperative and SACCO regulatory environment (SASRA).

8.0 MANDATORY SUBMISSION REQUIREMENTS

Bidders must submit:

- Company profile.
- Certificate of Incorporation / Registration.
- PIN Certificate.
- Valid Tax Compliance Certificate.
- Technical proposal, including research methodology and product development approach.
- Financial proposal.
- Portfolio of at least three (3) similar assignments.
- References with contact details.

Failure to submit mandatory documents may lead to disqualification.

9.0 TECHNICAL EVALUATION CRITERIA

Proposals will be evaluated based on:

Criteria	**Weight**
Understanding of TOR	10%
Relevant Experience & Portfolio in developing Gen Z products with Saccos and Financial institutions	30%
Research Methodology & Data Quality	30%
Product Development Approach & Work Plan	30%
Total	100%

10.0 CONFIDENTIALITY AND INTELLECTUAL PROPERTY

- All information shared during this assignment remains the property of Qona SACCO.
- All data, insights, product designs and final deliverables shall be the exclusive intellectual property and confidential assets of Qona SACCO.

11.0 PAYMENT TERMS

Payment shall be made upon:

- Successful completion of the assignment, with deliverables approved by the EXCO and the Board.
- Approval of final deliverables by Qona SACCO.
- Submission of a valid invoice, payable within thirty (30) days of the invoice receipt date.