

EXPRESSION OF INTEREST

CONSULTANCY FOR AN INTEGRATED MARKETING AND ACTIVATION AGENCY TO SUPPORT THE LAUNCH OF A DIGITAL SPARE PARTS MARKETPLACE PLATFORM

CONSULTANCY FIRMS REQUIRED

The Pan-Africa e-Commerce Initiative (PeCI and the Private Sector and Innovation Promotion (PSInno) project seek to engage a qualified Marketing and Activation Agency to design and implement an integrated nationwide awareness and customer acquisition campaign. The Agency will combine traditional media, digital marketing, field activations, community engagement, and merchant onboarding initiatives to generate visibility, increase platform adoption, and establish the platform as Ghana’s preferred online marketplace for automotive spare parts.

Background

The rapid growth of digital technologies is transforming the way businesses engage customers, conduct transactions, and expand into new markets. In the automotive aftermarket industry, however, the buying and selling of spare parts continues to face several longstanding challenges, including fragmented markets, information asymmetry, counterfeit products, limited visibility of suppliers, and inefficient customer search processes.

To address these challenges, the project partner is launching a **Digital Spare Parts Marketplace Platform** that connects vehicle owners, mechanics, transport operators, fleet managers, spare parts dealers, distributors, wholesalers, and manufacturers through a single digital marketplace. The platform will enable buyers and sellers to discover products, compare prices, communicate with vendors, place orders, and facilitate efficient transactions through a secure online environment.

While the platform has been technically developed, its successful adoption will depend largely on extensive market awareness, customer education, merchant onboarding, and sustained promotional activities capable of driving widespread usage across the country.

Recognizing that digital platforms derive value from strong network effects, where increasing numbers of buyers attract more sellers and vice versa, the project seeks to engage a qualified Marketing and Activation Agency to design and implement an integrated nationwide awareness and customer acquisition campaign.

Deliverables

Design and implement an integrated nationwide marketing, advertising, and customer acquisition campaign that successfully launches the Digital Spare Parts Marketplace Platform and drives widespread adoption among buyers and sellers.

Who Qualifies?

The qualifications of the consulting firm are based on the firm’s experience in the aforementioned areas of activity as well as its staff. The following specific requirements must be met:

- Proof of registration as a company
- Show of capacity (finance, human resource) etc. to execute the task
- Demonstrable experience in the technology space in Ghana
- Experience working and delivering services to International Development Organizations
- Tax clearance certificate
- SSNIT certificate
- any other relevant document(s)

Duration

Period of assignment: from 30th October 2026 to 30th September 2027.**How to apply**

a. Commercial Qualification

Please send the following documents:

- Official letter expressing interest (LoI)
- Company profile
- Tax Clearance Certificate
- Business Registration Certificate
- Declaration of Business Ownership by General Manager (Inclusion of Form A for Sole Proprietorship or Form 3 for Limited Liability)

- VAT Registration Certificate
- SSNIT Clearance Certificate
- other relevant supporting documents

a. **Technical Proposal & CV/portfolio of the consultants (indicating the relevant experience and qualifications)**

b. **Financial Proposal**

PLEASE NOTE: THE CURRENCY OF YOUR OFFER SHOULD BE IN GHANA CEDIS

ALL PROSPECTIVE BIDDERS ARE REQUIRED TO PERFORM THEIR TAX OBLIGATIONS IN GHANA.

NOTE: Kindly Visit the link below for Terms of Reference and other documents to be used in preparing your Technical and Financial Proposals

<https://www.giz.de/en/regions/africa/ghana/tender>

Tender documents should be named according to the above in their respective folders (A- Commercial Qualification, B- Technical Proposal & CV/portfolio, and C- Financial Proposal) and put into another folder and Zip folder named as:

“Expression of Interest for “7000023480 / G-018154-004/ Consultancy for an Integrated Marketing and Activation Agency to Support the Launch of a Digital Spare Parts Marketplace Platform

This tender will be accepted **ONLY via email (gh_quotation@giz.de)**

- **Please note that failure to comply with the above instructions, as well as submission to other e-mail addresses than the one mentioned, will lead to the disqualification of the bid.**

Bidding Conditions to all Bidders

- The deadline for submission is **01.10.2026 until 11:59 PM.**
- GIZ is not responsible for the failure of electronic delivery of e-mail messages to the address provided, whether due to technological problems on the part of GIZ or the applicant.
- This invitation to tender does not bind GIZ in any way. The contractual obligation of GIZ only begins with the signing of the contract with the successful bidder. Until the contract is signed, GIZ may either abandon or cancel the award procedure, without the candidates or bidders being entitled to claim any compensation.
- All costs associated with the preparation and submission of bidders are to be borne by the bidders and cannot be reimbursed.
- Financial bids should be valid for a period of three months from the date of submission.
- Please consider your bid unsuccessful if you do not hear from us after four weeks from the deadline of submission.

"Please note that participating in a tendering process of GIZ is free of charge for bidders.

At no phase of the process is the bidder required to make any payment to GIZ or to one of its employees.

Kindly Note by sending in your offer, you are agreeing to the GIZ General Terms and giving us the consent to process your company data.

ONLY SHORTLISTED FIRMS WILL BE CONTACTED