

REQUEST FOR INFORMATION FOR GOODS AND SERVICES



**ONDERSTEPSPOORT BIOLOGICAL PRODUCTS LTD
PRIVATE BAG X7, ONDERSTEPSPOORT 0110**

From: Supply Chain Department
Date: **14 July 2025 – 27 July 2025**
Tel: 012 522 1500
Fax: N/A
Email: purchasing@obpvaccines.co.za

To:
Supplier:
Tel:
Fax:
Email:

REQUEST FOR INFORMATION - FOR SALES AGENTS FOR OBP

Kindly provide Information for the following: RFI /OBP 001/2025/26

Company/ Individual Profile	<ul style="list-style-type: none">• That highlights years' relevant experience and capabilities in the animal pharmaceutical environment,• A list of geographical location where your business focus is, and a list of customers / clients.• Indicate agent/s relevant experience and their languages proficient
Proposal	Detailed proposal to include pricing, methodology and approach etc.
Additional Notes	All Bidders must be registered on CSD (Central Supplier Database)

TERMS OF REFERENCE

To request information for Sales Agents (Companies / Individuals) for Onderstepoort Biological Products (OBP) to sell vaccines in different regions within South Africa

Business Background

OBP is a manufacturer of animal vaccines. These products are sold within domestic market mainly to coops, feedlots, wholesalers, veterinarians, and pharmacies. The company has further segmented its market according to provinces, with each province having various distribution points. Most of these distribution points are mainly in rural areas dominated by cattle, sheep, and goat farmers.

Objective

OBP intends to appoint a panel of individual sales agents/companies to aid in generation of sales revenue, achieve the company's sales target. The newly appointed sales Agents/companies will focus their services

more on the commercial sector, which include farmers, coops, vets, wholesalers, and selected feedlots in a specified area as outlined above.

Mandatory Requirements to take into consideration

- The panel of individual sales agents/companies must not sell products that is in direct competition with OBP.
- A list of geographical location where your business focus is, and a list of customers / clients must be submitted.
- Commission will range between 2% and 10% allocated per product.
- Individual sales agents/companies that prefer to procure and sell their incentives will be guided by OBP discount policy and Sale Policy.
- Relevant experience in the animal pharmaceutical environment is key pre-requisite.
- Own vehicle
- Own cell phone
- Must have access to a reliable computer.
- Language preference per province: Can communicate in at least 2 languages of the geographical location allocated.

Anticipated Responsibilities

Below stipulates, anticipated responsibilities within the value chain described:

- Sell OBP products at Coop, vet, wholesaler, and feedlots within a specified area.
- Promote OBP products to stimulate demand at farmer level.
- Support OBP in training farmers
- Service coops, wholesalers, and vets in their allocated areas.
- Service farmers
- Organise Farmers days
- Attend Farmers days arranged by stakeholders
- Attend stakeholders' events as requested
- Provide OBP with market intelligence in the sector.
- Contribute and participate in the development of department strategy session and report monthly.
- Role will be at farms and at distributor level.

General points related to the services needed

- OBP will supply product price list as part of the request.
- Provide list of clients to service in a specific area e.g., list of coops, wholesalers, vets, or feedlots.
- Provinces to be targeted: FS, NW, WC, NC, EC, KZN, GP, LIMPOPO and MPUMALANGA
- Countries to be targeted: Botswana, Namibia, Zambia and Zimbabwe

Different Segments and their key functions and responsibilities

Segment	Expected Key Service Responsibilities
Customers / Clients	
Coops	<ul style="list-style-type: none"> • Minimum 4 Weeks cycle service according to branch allocated. Details will be on the contract and will be negotiated by the two parties. • Assist or facilitate orders to branches. • Assist with client related queries. • Perform after sales functions. • Assist in managing shelf life of products at client level. • Achieve both sales revenue target and unit growth. Details will be outlined and discussed prior to contract signing. • Facilitate and organise product training for coop staff. • Participate in OBP marketing activities.
Wholesalers	<ul style="list-style-type: none"> • 4 Weeks cycle service according to list allocated. Details will be on the contract and will be negotiated by the two parties. • Assist or facilitate orders. • Assist with client related queries. • Perform after sales functions. • Achieve both sales revenue target and unit growth. Details will be outlined and discussed prior to contract signing. • Participate in OBP marketing activities.
Veterinarians	<ul style="list-style-type: none"> • 4 Weeks cycle visitation according to list provided. Details will be on the contract and will be negotiated by the two parties. • Assist or facilitate orders. • Assist with client related queries. • Perform after sales functions. • Assist in managing shelf life of products at client level. • Achieve both sales revenue target and unit growth. Details will be outlined and discussed prior to contract signing • Participate in OBP marketing activities.
Feedlots	<ul style="list-style-type: none"> • 4 Weeks cycle visitation according to list provided. Details will be on the contract and will be negotiated by the two parties. • Assist or facilitate orders. • Monitor tenders within the feedlot industry. • Assist with client related queries. • Perform after sales functions. • Achieve both sales revenue target and unit growth. Details will be outlined and discussed prior to contract signing • Assist in arranging meetings between OBP and Feedlot managers
Farmers	<ul style="list-style-type: none"> • 4 weekly cycle farmer servicing. • Organise farmers days training sessions. • Encourage farmers to procure OBP vaccines at coop, vets allocated to him.
OBP Service Requirements	

Marketing Support	<ul style="list-style-type: none"> • Agent might be expected to participate at exhibition of different associations events e.g. RPO, NWGA, SAEVA, SAVA, RUVASA, MPO, NERPO, etc • Provide market intelligence report monthly. • Support and encourage marketing initiatives of clients in allocated area.
Administration	<ul style="list-style-type: none"> • Weekly Plans. • Monthly and Quarterly reports. • OBP/Agent meeting quarterly. • Achieve Sales targets and revenue as articulated on the agreed contract.