



REQUEST FOR DEPLOYMENT BID – ENERGY DRINK DISTRIBUTION IN NIGERIA

RFB Reference No.: RFB-MD-ED-NG-001

Issue Date: 4th March 2026

Bid Submission Deadline: 4pm 14th March 2026

Project Start Date (Estimated): 30th March 2026

AEO Global Advisors Limited (AEO-GAL), a major marketer of consumer beverage products, invites qualified and experienced firms to submit bids for the **Marketing and Distribution Deployment of our Energy Drink brand in Nigeria**.

The objective of this RFB is to identify capable partners with proven expertise in **nationwide or regional beverage distribution, trade marketing, route-to-market execution, and brand activation**, particularly within Nigeria's fast-moving consumer goods (FMCG) sector.

Scope of Deployment

We seek strategic partnership with a **financially reliable distributor** (with a minimum of **3–5 years' experience** in FMCG distribution and/or marketing) to facilitate the nationwide penetration of our Energy Drink.

The scope includes, but is not limited to:

- A. Distribution Deployment** - Warehousing and inventory management; Route-to-market strategy and execution; Distribution to wholesalers, distributors, modern trade, and traditional trade; Order fulfillment, logistics, and delivery tracking; Sales reporting and performance analytics.
- B. Marketing & Brand Activation** - Trade marketing strategy and execution; In-store branding, merchandising, and POS materials; Product sampling and consumer activations; Street marketing and experiential campaigns; Event sponsorships and promotional partnerships; Digital and social media amplification (optional but advantageous); Monitoring and reporting on campaign effectiveness.

Key objectives include:

- Establishing efficient distribution channels across targeted regions (**Abuja; Lagos; Edo/Delta; PHC/Select Eastern States, Kano; Kaduna; Oyo; Osun; any other viable market**)
- Driving rapid product availability and retail penetration
- Executing impactful marketing and promotional activities
- Building brand awareness and consumer adoption



Bid Submission Requirements

Interested distributors should submit a proposal covering:

1. **Company Profile** – Background (Legal Licensed registered name), complete contact information (including directors & organizational structure et al) relevant experience, marketing & distribution expertise (indicating minimum of 3–5 years’ experience in FMCG distribution and/or marketing).
2. **Technical Proposal** – Proposed distribution and/or marketing strategy, Coverage plan and rollout timeline, Sales force and operational structure, Marketing activation concepts and execution approach, Risk assessment and mitigation strategy, Warehousing locations, fleet capacity, and operational reach.
3. **Retail Network & Coverage** – Existing partnerships with retailers and wholesalers.
4. **Marketing & Activation Plan** – Proposed strategies for brand visibility and market expansion.
5. **Financial, Pricing & Commercial Terms** – Expected margins, fees, Proof of Financial Credence, and any other financial considerations.
6. **Other Supporting Documents** - Business registration certificates, Tax clearance certificates, References or client testimonials.

Evaluation Criteria

Bids will be evaluated based on:

- Relevant experience and track record.
- Strength and feasibility of proposed strategy.
- Cost, Financial competitiveness and value for money.
- Geographic coverage and scalability.
- Operational capacity and resources.
- Compliance with submission and regulatory requirements.

*** AEO-GAL reserves the right to shortlist bidders and request presentations or clarifications.

Bid Submission Instructions

- Proposals must be submitted in PDF format **electronically or in sealed hard copies**.
- All submissions should be clearly marked:
“RFB – Marketing & Distribution Deployment for Energy Drink in Nigeria”.

Contact Information - Submission Address / Email:

AEO Global Advisors Limited

45 Lagos Street (2nd Floor), off Herbert Macaulay Way, Ebute Metta, Lagos

ceo@aeoglobaladvisorsltd.com

+44 7769 059542 (Whatsapp ONLY) or +234 912 597 7802 (Calls ONLY).