

LAST MILE for BoP

Distribution at the Base of the Pyramid

Internship Offer - minimum 3 months Business Development – Right Arm to the General Manager

1. Presentation

Last Mile for BoP is a profit-for-purpose start-up based in Cape Town. Our mission is to improve the access to affordable products and services in townships and rural areas. Our objective is to modernize the retail sector in these areas.

We developed a mobile application that enables informal grocery stores to compare wholesalers' prices and order their stock directly from their phone. We deliver their order to their doorstep within a few hours.

We also help companies to access these markets by offering merchandising in-store services and live market data. We particularly like to assist manufacturers of social products (solar lights, clean cook stoves, sanitary pads, water filters, etc.) to distribute their products where they are most needed.

We are a fast growing start-up and we have been part of the New Economy Accelerator programme and the Venture Lab programme. Our office is based in the Solution Space in the Waterfront.

For the next 6 months, we will focus on the following projects:

- Launch of our price comparison app for informal traders;
- Development of the sales of fortified food products tackling malnutrition (we are in charge of the distribution of e'Pap products for the Western Cape);
- Launch of our consulting services using the data collected on our mobile app;
- Fundraising campaign (grants, CSI funds, equity).

2. Position description

The intern will be working in close contact and under the direct supervision of the general manager on various assignments. Specific responsibilities will include:

- Assisting the General Manager to develop and launch the main services of the company (price comparison app, delivery platform, merchandising and consulting services – find a more precise description of these missions in annex);
- Business analysis of the existing activities to improve efficiency and social impact;
- Research of new partners and clients; organisation of Lean Startup experiments (training provided to learn the Lean Startup methodology)
- Working with the founder on other tasks according to the intern's skills, motivation and aspirations.

3. Qualifications

Candidates should combine an analytical and an entrepreneurial spirit.

They should be motivated by a fast-paced start-up environment and flexible in their work arrangements, be ready to take responsibilities and work under tight deadlines, have experience working in teams as well as independently, and show initiative and pro-activity.

They should feel comfortable with presenting their work to high executives, as well as organizing workshops with social entrepreneurs, or interviewing informal traders “in the field”.

They should have a deep commitment to solving social issues and ideally an experience in the emerging world.

More specifically, the intern will demonstrate the following skills:

- Good written and oral communication skills and ideally proficiency in preparing presentations;
- Strong quantitative skills and proficient in Excel;
- Attention to detail, commitment to follow-through and self-organization;
- Excellent interpersonal skills: within a team, as well as with clients and partners;
- Fluency in English – additional local language a plus.

Finally, the successful candidate will ideally have previous work experience (including internships) in a demanding corporate environment (top consulting firm for example), and at least one of the following:

- Work experience “in the field”, or have stayed (for more than 3 months) in a developing country, or
- Personal involvement in social initiatives.

4. Work arrangements

The intern will work in the Last Mile for BoP office, located in the Waterfront, Cape Town. Travelling might be required on specific assignments.

The internship will last at least 3 months and can start at any time during the year.

The internship is not paid.

5. To Apply

Please send a short motivation email (including your dates of availability) and resume to arnaud.blanchet@lastmileforBoP.com, with “BD Internship Position” in the subject line.

6. Annex: Mission description

The candidate will work on two or three of these missions.

a. App price comparison

Our core activity consists in a mobile application (app), offering a free price comparison tool that enables spaza shop owners to order their stock at the best bulk price in the area and to access a mutualized affordable delivery service, operated by registered and verified local township owner-drivers.

The main tasks of interns will be to validate the interest in the app, develop analytics and develop the number of users and wholesalers using the app. These objectives will be pursued following this path:

- Develop a marketing campaign (based on a facebook campaign, the development of partnership with companies operating in spaza shops – like Flash and Kazang -, a door to door sales force, a referral incentive, and any other growth hack tactics) to reach 1500 stores around Cape Town,
- Conduct users interviews in order to get feedback and improve the app (in coordination with our developers),

b. Loyalty programmes

We want to develop two loyalty programmes. The first one would target our users, the spaza shops, to convince them to use our app every time they need to buy new stock. The second one targets their customers and aims to attract more customers to the informal grocery stores, to convince them to shop there all month long (instead of just topping up on “emergency” products), and to offer them more value for their money and services (vouchers, saving stamps, insurance, etc.).

This mission of interns will consist in:

- Identify the interests of spaza shops (what should we offer in our loyalty programme, what do they already get),
- Identify existing loyalty programmes in South Africa and abroad (dedicated to final customers as well as bulk buying customers – see specifically social project like Mi Tienda, Happinoy, etc.)
- Identify the interests of final customers (what should we offer in our loyalty programme, what do they already get)
- Experiment on the field with spaza shops and their customers.

c. Marketing offers for wholesalers and suppliers

We want to use our app as a marketing tool for wholesalers and other brands interested in distributing their goods and services in informal markets. The mission of consultants will be to develop new offers based on our app and our delivery service. More precisely, the intern mission would consist in:

- Develop partnership offers for wholesalers – to advertise their catalogue on our app and for us to get a direct access to their database; present it to 10 wholesalers around Cape Town.
- Develop a “virtual sales rep” offer for companies already distributing goods in informal markets; present this offer to 10 companies (like Coca-Cola).
- Develop new services and partnership ideas using our app and delivery service.

d. E'Pap

Each month e'Pap provides almost 2 million meal portions of fortified food. It consists in a pre-cooked food made of full grain maize, soybean and a cocktail of added nutrients, and its aims are to tackle malnutrition, improve health and learning abilities. We are the official distributor of e'Pap for the Western Cape.

Interns will have the task to develop the sales of e'Pap by developing a reseller programme. The mission consists in 4 phases:

- Localise and interview current users of e'Pap (beneficiaries of our 15 clients - schools, feeding schemes, etc.),
- Identify potential local resellers (independent, spaza shops),
- Conduct experiments to try develop the sales (analyse results and improve the experiments),
- Develop marketing materials.

e. Logistic organization

We use the services of independent local owner-drivers to operate our deliveries. Before we scale up, we want to optimize our logistic organization to make sure that it is as efficient as possible and we want to develop an owner-driver programme that we can use nationwide. This consulting mission should determine how we work with the driver-owners but also what services we can develop to help them and improve their lives (insurance, finance solutions, mutualisation of service costs, etc.).

In order to be ready to start delivery when we reach 1000 spaza shop users in the Western Cape, the interns will have to:

- Interview spaza shop owners on their need of delivery service,
- Interview drivers on their interest in the delivery service as a business opportunity,
- Identify selection criteria from other owner-driver schemes (Uber, Coca-Cola, WumDrop, etc.),
- Prepare a price scheme (how much do we pay drivers to operate deliveries),
- Prepare the identification, registration, order collection and delivery processes,
- Identify and register drivers (limited number for a test),
- Identify experts in last mile delivery (focused in townships and rural areas) in South Africa/Africa, schedule meetings with them.