

LAST MILE for BoP

Distribution at the Base of the Pyramid

Spaza Shop Ambassador – mission contract Cape Town townships and areas

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 (spaza shops) 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 are 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 (this is the mission the successful candidate will work on);
- Launch of our merchandising services;
- Launch of our consulting services using the data collected on our app;
- Fundraising campaign (grants, CSI funds, equity).

2. Position description

The Spaza shop Ambassador will represent our company within the Somali community in and around Cape Town and grow the number of users of our mobile application within the Somali community.

The Spaza shop Ambassador will be working under the direct supervision of the general manager. Specific responsibilities will include:

- Organizing meetings and presentations with representatives and informal traders from the Somali community in and around Cape Town to present our mobile application (the areas where the Spaza Shop Ambassador will operate and the meetings he/she will organize will be discussed and decided beforehand with the general manager);
 - Door-to-door visits of spaza shops to perform demonstration of our mobile application;
 - Oral and written translation mainly from English to Somali and from Somali to English (during meeting or visits and for social media campaign on facebook and whatsapp);
 - Working with the founder on other tasks according to the intern's skills, motivation and aspirations.
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3. Qualifications

Candidates should be result-driven and able to organize themselves and work independently to reach high objectives (300 new active users in the 1st month, up to 1500 users within the next 3 months).

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 independently, and show initiative and pro-activity.

They should feel comfortable with presenting their work in front of a public, as well as interviewing informal traders in townships.

They should be connected and have a large professional network in the Somali community and especially in the informal traders community.

More specifically, the candidate will demonstrate the following skills:

- Fluent in Somali and a very good level in English;
- Used and confident to use mobile applications and smartphones;
- Result-driven, commitment to follow-through and self-organization;
- Excellent interpersonal skills: within a team, as well as with clients and partners;

Having a car and a driving licence is needed.

Finally, the successful candidate will ideally have previous work experience as a sales representative in the informal market or any other work experience with informal traders “in the field”.

4. Work arrangements

The Spaza shop Ambassador will work from the Last Mile for BoP office, located in the Waterfront, Cape Town and in the field in and around Cape Town and Bellville, including in townships like Langa, Philippi, Gugulethu, Khayelitsha or Dunoon.

The contract will last a month and will be renewed and evolve into a full time long term position if the mission is successful.

The Spaza shop Ambassador will be paid a flat rate of R1500 and a success fee (up to R5000 if the objectives are reached).

Phone, petrol and mileage costs will be reimbursed.

5. To Apply

Please send a short email and resume to arnaud.blanchet@lastmileforBoP.com, with “Somali Spaza Shop Ambassador” in the subject line.