

LAST MILE for BoP

Distribution at the Base of the Pyramid

Internship Offer - Ideally 6 months from July to December Analyst & Business Development Intern in Cape Town

1. Presentation

Last Mile for BoP is a fast growing 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 two mobile applications:

- Shopit enables informal grocery stores to compare wholesalers' prices in their area, order their stock at the best price directly from their phone, and get it delivered to their doorstep within a few hours. Using our app, informal traders can save up to 10% on the cost of their stock and their customers can access a wider range of products at more affordable prices.
- A Business-to-Consumer app that enables supermarkets and retailers to sell grocery online to low-income consumers. We brand it specifically for each supermarket.

Linked to these apps, we manage social media accounts (Facebook, WhatsApp, TikTok) that unite a community of over 6000 informal traders and that we use to develop digital marketing campaigns for companies interested in selling to this market.

We also help companies to access these markets by offering them visibility in our apps and access to live, localized and detailed market data collected through the apps.

We particularly like to assist manufacturers of social products (solar lights, clean cook stoves, sanitary pads, water filters, fortified food, etc.) to distribute their products where they are most needed. We are currently working with Nestlé and Unilever to help them customize their offer for the informal market.

We are looking for highly motivated, energetic and organized team members to join our team for an internship. For the next 6 months, we will focus on the following targets:

- Grow our user number from 6000 to 15000 informal traders for Shopit and from 1.000 to 20.000 low-income consumers for the B2C app;
- Get 30 wholesalers, 150 retailers and 60 FMCGs brands to use our apps as a marketing tool;
- Raise 9 million rands in grants, CSI funds or equity to finance our growth plan;
- Improve our mobile application (conducting user tests for feedback) & develop new features;
- Develop market reports from the data we collect through our app;
- Explore new regions to expand our activity.

2. Position description

The strategic analyst & Business Development intern will be working in close contact and under the direct supervision of the CEO, Arnaud Blanchet, on various assignments. The objectives of the intern will be to improve our canvassing approach (which could include creating new offers) and to find new clients with a team it will manage.

The intern will work on 5 main missions (ranked in descending order according to time spent per mission) :

- Business development: creating contents to improve the sales funnel, dealing with a potential client's portfolio and finding new potential clients (both in South Africa and in other African countries).
- Working with Arnaud, as his right arm, on the development of the company. Conduct business analysis of the existing activities to identify improvement in our efficiency and profitability and studying new potential activities and conducting pilot projects .
- Carrying out market watch and market study
- Approaching investors to raise funds and work on our financial model and data room
- Keep the accountancy updated on our accountancy software (Xero)

The intern will also work with the CEO on other tasks according to the intern's skills, motivation and aspirations. She/He will be given opportunities to learn and to become more autonomous, and should be interested in bringing value to our team.

3. Qualifications

Candidates should combine an analytical, creative and entrepreneurial spirit and be very resourceful. We are looking for a candidate who is autonomous, rigorous, well organized, with good listening and communication skills. The candidates will have to be able to be a force for bringing forward.

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 proactivity .

They must be willing to learn and be committed to continuous self-improvement.

They should feel comfortable with presenting their work to high executives, as well as organizing workshops with our diverse team members.

They should have a deep commitment to solving social issues. They should be result-driven and not quit before they reach their objectives.

More specifically, the intern will demonstrate the following skills:

- Good written and oral communication skills and ideally proficiency in preparing presentations
- Good quantitative skills, with an analytical mindset 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; able to handle customer relationships;
- An important autonomy with an ability to be a force for bringing forward
- Fluency in English
- The candidate should have ideally had a previous 6 months work experience

4. Work arrangements

The intern will work in the Last Mile for BoP office located in Cape Town or remotely.

The internship will be full time.

The internship will last at least 3 months (ideally 6 months or more).

The internship is paid (based on experience and skills – with a variable part).

5. To Apply

To apply, please send your resume and a cover letter at arnaud.blanchet@shopitapp.co.

If you have any questions, do not hesitate to send an email at the same email address.