

## 附件 7:

**合同编号:** 09G02-1021(2)

**合同名称:** 中小城市和农村地区节能灯营销网络体系建设(二)

**合同期限:** 18 个月

**合同预算:** 不高于 75,000 美元

### 合同目标:

- 白炽灯转型企业利用在中小城市和农村地区的白炽灯销售渠道优势,探索转型企业在中小城市和农村地区推广节能灯的有效途径和推广模式,实现企业转型后的市场开拓。

### 资质要求:

- 正在转型生产高效照明产品的白炽灯生产骨干企业(2009 年白炽灯年产量超过 1 亿只);
- 拥有中小城市和农村地区白炽灯销售渠道,在全国至少 100 个县级市场设有销售网点,其网络能覆盖中部或西部地区,并有意愿在此渠道中推广节能灯;
- 了解小城市和农村地区的五金店、超市、便利店的营销方式及销售情况;
- 转型生产的节能灯性能、能效和安全水平必须达到国家标准,产品最好获得“节”字认证。

### 主要任务:

- 提交企业计划开拓节能灯营销渠道的县市清单,并制定中小城市和农村地区节能灯营销网络体系的实施计划和操作方案;  
注:节能灯营销渠道是指,原有的仅销售白炽灯而现在增加销售节能灯的营销渠道,或是新建的节能灯营销渠道。
- 以县级市场为单位,从递交的清单上选择 70 个县(所选择的县应涵盖中部或西部地区)的 300 家以上的五金店、超市、便利店签署节能灯销售协议,尝试新的销售模式和推广方法进行渠道建设(如组织村委会、电工和志愿者帮助宣传和推广节能灯,免费试用节能灯,通过邮政的方式推广节能灯等),每个县签约店在项目中期销售合格节能灯总量不少于 1 万只,项目终期时所选推广地区的节能灯销量增长比项目中期时提高 20%以上;
- 培训中小城市和农村地区销售人员,提高节能灯销售推广技巧;
- 在签约的五金店、超市、便利店开展宣传活动,张贴节能灯宣传画,散发节能灯节电宣传手册,向消费者宣传普及节能灯及其节能效果;
- 在推广的基础上,总结渠道建设经验,形成中小城市、农村地区节能灯营销渠道建设的经验总结报告;
- 按要求提供项目实施计划书、项目任务分解表、时间进度表、预算分解表、自我监测计划,以及中英文的项目季度报告、年度报告、中(终)期报告;
- 完成国家实施机构交办的其他相关活动。

### 主要成果:

- 项目初期,提交节能灯营销网络体系的实施计划和操作方案,及计划开拓节能灯市场渠道的县市清单;

- 项目中期，提交项目中期报告，包括项目实施进展，以及 70 个县 300 家以上五金店、超市、便利店签署的节能灯销售情况表和协议汇总表；
- 项目终期，提交项目终期报告，包括项目实施进展、销售人员培训情况、以及与 70 个县节能灯销售数量的汇总表和销售增长情况表；
- 项目终期，对渠道建设的经验进行评价和总结，提交企业在中小城市和农村地区建设节能灯营销网络体系的经验总结报告；
- 按要求提交项目执行自我监测报告、节能量测算报告、配套资金报告以及中英文的项目季度报告、年度报告。

## Attachment 7

**Subcontract No.:** 09G02-1021 (2)

**Subcontract Title:** Establishment of ESL Marketing Channels in Small & Medium-sized Cities and Rural Areas ( II )

**Subcontract Duration:** 18 months

**Subcontract Budget:** No more than US \$ 75,000

### Objective:

- Incandescent lamps' conversion manufactures utilize the advantages of energy saving lamps marketing channels in small & medium-sized cities and rural areas, explore the effective ways and promotional models in these areas, to realize the IL conversion manufacturers' market development.

### Qualification:

- Key incandescent lamps' manufacturing companies in transition from incandescent lamps to energy saving lamps (2009 incandescent lamps' output is over 100 million);
- Own sales channels in small & medium-sized cities and rural areas, set at least 100 country-level markets, which sales network can cover the central or western regions, and is willing to promote ESL in this way;
- Have a good understanding of hardware stores, supermarkets, convenience stores' marketing and sales' ways;
- The performance, energy efficiency, and safety level of IL conversion manufacturers' ESL must reach national standards, "energy saving" preferred.

### Main tasks:

- Submit the country list that IL manufacturer plan to explore and expand ESL promotion channels, develop ESL marketing network systems' implementation plans and operational program in the small & medium-sized cities and rural areas; Note: the ESL marketing channel refers to the original sales channels which only sell incandescent lamps, but now also sell ESLs, or open up new ESL sales marketing channels;
- For country-level market, choose more than 300 hardware stores, supermarkets, convenience stores to sign agreement for selling ESL products in 70 countries (chosen countries should cover the central or western region). Try new methods of promotional ways and sales methods to build promotional channels (Such as organize village committees, electricians and volunteers to help publicize and promote ESL products, through postal ways and free trial, and etc). 10 thousand ESL products should be sold in every pilot country, and chosen countries' ESL products sales growth should increase over 20% by the EOP;
- Train sales staffs in small & medium-sized cities and rural areas to improve ESL saling skills;

- Hold advocacy activities in signing the hardware stores, supermarkets, convenience stores, to set up energy conservation posters, distribute ESL products' energy saving brochures, in order to popularize the ESL products among consumers;
- Basing on the promotion process, sum up the channel building experiences, and form the experience concluding report of ESL products promotional channels building in small & medium-sized cities and rural areas;
- Provide project implementation plan, project task breakdown sheet, schedule, budget breakdown table, self-monitoring plan; and project quarterly report, annual report, interim report and final report both in Chinese and in English;
- Assisting National Implementing Agency with the completion of other related activities.

**Main output:**

- Initially, submit the network systems' implementation plans and country list that IL manufacturer plan to explore and expand ESL promotion channels;
- In middle term, submit interim project report, including project implementing progress, ESL products sales agreement summary and sales progress from more than 300 hardware stores, supermarkets, convenience stores in 70 countries;
- By the EOP, submit final project report, including project implementing progress, sales staff training record, and ESL products' sales quantity and sales progress in 70 countries;
- By the EOP, evaluate and summarize the experiences of promotional channels building , submit the experience concluding report of ESL products promotional channels building in small & medium-sized cities and rural areas;
- Self-monitoring report of project implementation, energy conservation evaluation report, co-financing report, project quarterly report, annual report both in Chinese and in English.