

## Distributor Requirements 2026

### 1. Experience Requirements

- Minimum 2 years' experience distributing animal feeds or agricultural inputs.
- Demonstrated success working with farmers, agrovets, cooperatives, or livestock producers.

### 2. Infrastructure Requirements

- Existing warehouse facility meeting acceptable feed storage standards.
- At least one established or planned retail outlet within the town.
- Basic delivery capability (motorbike minimum; light truck recommended).

### 3. Financial Requirements

- Minimum working capital of KES 5 million.
- Ability to sustain consistent monthly restocking.
- All purchases from De Heus Kenya are strictly CASH.

### 4. Compliance & Documentation

- Registered business entity with valid permits.
- KRA PIN and valid Tax Compliance Certificate.
- Willingness to undergo due diligence checks.

### 5. Market Development Capacity

- Ability to recruit and manage stockists/agrovets.
- Capacity to conduct farmer engagement activities.
- Ability to support basic technical advisory (training provided).

### 6. Technology & Reporting

- Weekly sales and stock reporting required.
- Willingness to use De Heus-approved reporting tools.

### 7. Brand & Strategic Alignment

- Commitment to stock core De Heus SKUs consistently.
- Willingness to implement branding (signage, shelf strips, posters).

### 8. Town-Based Operational Requirements

- Operate solely within allocated town unless otherwise approved.
- Maintain stock availability and meet monthly targets.

## 9. Approval Criteria

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- Assessment of business capacity, infrastructure, and financial strength.
- Verification of experience, compliance documents, and tax status.
- Evaluation of market potential and distributor's ability to execute the town model.
- Interview and site visit by De Heus team.
- Final approval by the Commercial Manager and Country Leadership Team.
- Availability of the desired town (town must be unallocated and strategically viable).

## 10. Required KYC Documents

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- Copy of Certificate of Incorporation / Business Registration.
- KRA PIN Certificate.
- Valid Tax Compliance Certificate.
- Valid Business Permit for the town.
- Director/Owner National ID copy.
- Bank account details in business name.
- 3 Business references.

Email application with the relevant attachments to [marketing.ke@deheus.com](mailto:marketing.ke@deheus.com) or hand deliver them to our head office at Mifugo lane, Off Mombasa Road, Athi River.

# Distributor Application Form – (2026)

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Business Name:

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Owner/Director Name:

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Town Applying For:

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Years in Feed Distribution:

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Describe Existing Warehouse Facilities:

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Describe Existing Retail Outlets (if any):

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Available Capital (KES):

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Describe Delivery Capacity:

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KRA PIN:

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Business Permit No.:

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Contact Person:

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Phone Number:

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Email Address:

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