

CALL FOR AN EXPRESSION OF INTEREST

Bhutan Board Products invites **Expressions of Interest (EOI)** from eligible, experienced, and financially sound business firms to undertake the distributorship of Bhutan Board Furniture and Particle Board products in Thimphu, Phuentsholing, Gelephu and Nganglam.

Bhutan Board Products is a leading manufacturer of high-quality particle boards and furniture, committed to delivering durable, sustainable, and competitively priced products to the market. To expand our distribution network and strengthen market presence, we are seeking dynamic partners to represent and distribute our products.

Scope of Distributorship

The Selected distributors shall be responsible for marketing and sales of the particle boards and furniture the retail market. The dealer shall be responsible to stock up adequate stock level and ensure timely order fulfilment and after sale services. The distributor shall promote the Bhutan board Brand in the designated regions allocated to the distributor.

Eligibility Criteria

The interested firms willing to take up the distributor should have valid business trade license experienced in furniture, building materials and other related sectors with adequate warehouse/storage facilities and showroom. The distributor should be financially sound and have a strong market presence and distribution capacity.

Distributor Benefit

The interested firms willing to take up the distributorship shall be free from security deposit and the firm shall be eligible for the following discounts as a benefit to the distributor.

SL	Discount Scheme	Discount %	Remark
1	Distributor Margin	15%	
2	Loyalty Discount	5%	If the Distributor deals only with Bhutan board materials
3	Cash Discount	1%	If the distributor opts for cash and carries mode.

Additionally, the distributor shall be eligible for volume discount as below;

Minimum sales	Volume Discount
Up to 500,000.00	No Discount
5,00,001 & above	2 %

The company shall not render the credit facility to the distributors, however, if the Distributor wants to avail the credit facility, the company shall extend a 30-day credit period upon furnishing a security deposit of equivalent value either in cash or through a Bank Guarantee. The Principal Company shall dispatch materials equivalent to the value of the security deposit. By availing the credit facility, the cash discount of 1% shall not be eligible.

To encourage the distributors, the principal company shall refrain from doing a direct retail business in the market, and the principal company will divert the sale to the nearest distributors. In case, the customer insists in direct purchase of the materials from the principal company, the principal company shall sell the materials at the ex-factory/ex-warehouse price without discount.

If the principal company receives direct orders from the institutions, the principal company shall be responsible for technical drawing and production. The distributor shall be responsible for transportation and assembling of the furniture and for which the principal company shall provide a margin of 20% from the net invoice.

Distribution of regions

SL	Distributor	Area Coverage
1	Thimphu	Thimphu
		Paro
		Haa
		Wangdi Phodrang
		Gasa
		Punakha
		Trongsa
2	Phuentsholing	Phuentsholing
		Chhukha
		Samtse
3	Gelephu	Gelephu
		Sarpang
		Tsirang
		Dagana
		Trongsa
		Zhemgang
4	Nganglam	Pema Gatshel
		Samdrup Jongkhar
		Monggar
		Lhuentse
		Bumthang
		Tashi Yangtse

Submission Requirements

Interested firms are requested to submit:

- Company /organizational profile
- Copy of valid trade license
- Details of past experience and distribution network
- Financial capability statement
- Proof of availability of godown and showroom.

We look forward to partnering with capable and committed firms to expand our market reach and deliver quality products to customers nationwide.

Thanking you

FOR BHUTAN BOARD PRODUCTS LIMITED



Yeshey Dorji
Chief Executive Officer

