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# **Call for Proposals (CfP)**

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## **Regional Business Partnerships**

Issued by:

**Corporate Office, Ugen Trading Private Limited, Thimphu**

**Date: 23-Dec-2025**

**Deadline for Submission: 22-Jan-2026**

## 1. BACKGROUND

Ugen Trading Private Limited (UTPL) is a dynamic, multi-vertical company at the forefront of Bhutan's technological and industrial transformation. As pioneers in introducing cutting-edge technologies, we have established ourselves as market leaders across our lines of business. UTPL plays a vital role in key sectors of the Bhutanese economy, including heavy machinery and equipment for construction, mining, and hydropower; commercial vehicles and automotive solutions; and integrated smart technology solutions. Driven by our strong commitment to national development and the growing demand for innovative, reliable solutions, UTPL is strategically expanding its operational footprint across the country.

Our corporate office, located in Thimphu, since 1997, has served as the foundation of our success. We also have a regional office in Phuentsholing. To further enhance our reach and establish a robust national presence, we are actively seeking strategic regional business partners. These partnerships aim to establish and expertly operate satellite operations in key economic hubs: Samdrup Jongkhar, Gelephu, Phuentsholing and Thimphu. These regional operations will be seamlessly integrated under a unified regional partnership model, ensuring consistency, coverage and mutual growth.

## 2. OBJECTIVE

The primary objective of this Call for Proposals (CfP) is to meticulously identify and successfully onboard credible, highly competent, and growth-oriented business entities. These selected partners will serve as dedicated Regional Partners, tasked with representing UTPL's esteemed brand and significantly expanding our operational reach and service delivery capabilities regionally.

Selected Regional Partners will operate with the distinct advantage of functioning directly under UTPL's established brand and proven systems. This strategic alignment offers unparalleled benefits, including leveraging our national reputation, comprehensive marketing support, efficient supply chain ecosystem, and proven technical expertise.

## 3. SCOPE OF PARTNERSHIP

The Regional Partner will assume a comprehensive role in their designated region, encompassing the following key responsibilities:

- a) **Establishment and Management of Local Hubs:** The Regional Partner will be responsible for the full establishment and diligent management of a local sales and/or after-sales service hub within the identified region. This includes securing

- suitable premises, setting up operational infrastructure, and ensuring the facility meets UTPL's standards.
- b) **Promotion and Support of UTPL Offerings:** The partner will actively promote and provide comprehensive support for the full suite of UTPL's offerings, which includes, but is not limited to:
- Marketing and sales of
    - Ugen Earthmovers' machinery and equipment
    - Ugen Auto's commercial vehicles (trucks and buses)
    - Ugen Equipment's specialised equipment
    - Ugen Trading House' enterprise solutions
  - Supply of genuine spare parts, coupled with expert service and maintenance provisions
  - **Depending on regional potential and partner capability, the partnership may cover sales, after-sales, or a combination of both, as mutually agreed with UTPL.**
- c) **Brand and Operational Compliance:** The Regional Partner is obligated to meticulously uphold UTPL's stringent brand standards, adhere to established pricing structures, and consistently deliver on customer service policies that reflect our commitment to excellence.
- d) **Digital Integration and Reporting:** Active participation in UTPL's advanced digital customer management and reporting systems is mandatory. This ensures seamless data flow, efficient customer interaction, and accurate performance tracking.

#### 4. PROPOSED BUSINESS MODEL

The selected partners will operate under a mutually beneficial Business Partnership Model, meticulously designed to foster growth and operational efficiency:

- a) **Initial Partnership Commitment (Security):** A foundational financial commitment will be required, subject to the regional scope/scale of business and mutually agreed partnership terms.
- b) **Partnership Fee Structure:** A partnership fee will be implemented, structured as a fixed monthly payment, subject to mutual agreement between UTPL and the Regional Partner.
- c) **Comprehensive Training:** UTPL will provide extensive brand and operations training to ensure the Regional Partner is fully equipped with the knowledge and skills required for successful operation.
- d) **Performance Review & Growth Incentives:** Regular performance reviews will be conducted to assess progress and identify areas for growth. This model also

incorporates attractive growth incentives to reward outstanding performance and encourage sustained expansion.

This innovative business model is specifically designed to grant significant operational independence to the Regional Partner while rigorously maintaining brand consistency and upholding service excellence across all regional operations.

## 5. ELIGIBILITY CRITERIA

Interested applicants for this strategic partnership must meet the following essential criteria:

- a) **Bhutanese Business Entity:** Applicants must be a legally registered Bhutanese business entity.
- b) **Investment Capacity:** A demonstrated capacity to invest in the necessary infrastructure (e.g., office space, service bay, inventory and stores) and manpower (e.g., skilled technicians, sales personnel) is crucial.
- c) **Relevant Sector Experience:** Applicants should possess verifiable experience in relevant sectors such as trading, logistics, construction, automotive, or other related products/services.
- d) **Commitment to Values:** A strong commitment to UTPL's core values of innovation, customer-centricity, and unwavering compliance is paramount.

## 6. PROPOSAL REQUIREMENTS

Interested parties are required to submit a comprehensive proposal package, detailing their capabilities and vision for this partnership, including but not limited to:

- a) **A Cover Letter:** A formal cover letter clearly expressing interest in the Regional Business Partnership.
- b) **An Entity Profile:** A detailed enterprise/company profile outlining history, organizational structure, key personnel, and relevant experiences/achievements.
- c) **A Brief Business Proposal:** A concise yet comprehensive business proposal, not exceeding 5 pages, which must cover:
  - i) **Local/Regional Market Understanding:** A thorough analysis of the identified local/regional market, including opportunities, challenges, and competitive landscape.
  - ii) **Investment and Operational Readiness:** A detailed plan outlining proposed investment in existing/new infrastructure, equipment, and a clear strategy for operational setup and readiness.
  - iii) **Sales and Growth Plan:** A well-defined strategy for achieving sales targets, market penetration, and long-term growth within the region.

- iv) **Prior Experience:** Specific examples and details of prior experience in relevant sectors that demonstrate capability and success.
- d) **Supporting Documents:**
  - i) Valid trade license
  - ii) Tax (BIT/CIT) clearance certificate

## 7. EVALUATION PROCESS

Proposals will undergo a rigorous evaluation process based on the following key parameters:

- a) **Market Insight and Business Capability:** The depth of understanding of the local/regional market and the demonstrated capacity to execute a successful business plan will be critically assessed.
- b) **Financial and Operational Readiness:** The financial viability of the applicant and their practical readiness to establish and manage the regional operations will be a significant factor.
- c) **Alignment with UTPL's Strategic Direction:** The proposal's congruence with UTPL's overarching strategic goals and vision for regional expansion will be carefully evaluated.
- d) **Long-term Partnership Commitment:** The applicant's demonstrated commitment to a sustainable and long-term partnership with UTPL will be a key determinant.

Shortlisted applicants, whose proposals best align with our criteria, will be formally invited for further discussions and detailed presentations to delve deeper into their proposed plans and capabilities.

## 8. CONFIDENTIALITY

All information shared by UTPL as part of this CfP process shall be treated as confidential and shall not be disclosed without prior written consent.

## 9. SUBMISSION OF PROPOSALS

All comprehensive proposals must be submitted by the specified deadline: **22 January 2026**.

Please ensure all submissions are directed to:

✉ Email: [manager-pnc@ugentrading.com](mailto:manager-pnc@ugentrading.com) cc: [ceo@ugentrading.com](mailto:ceo@ugentrading.com),  
[director@ugentrading.com](mailto:director@ugentrading.com)

 Address: Ugen Trading Private Limited, Babesa-Thimphu Expressway,  
Thimphu - 11001, Bhutan  
 Contact: +975-17-650-755 / 17-699-933 / 17-503-889

## **DISCLAIMER**

UTPL expressly reserves the unconditional right to accept or reject any submitted proposal without the obligation of assigning any reason whatsoever. Furthermore, it is important to note that the mere issuance of this CfP does not, in any way, constitute a binding commitment to award a contract or partnership business to any applicant.

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