

AFRICA LANDSCAPES
PROPERTY SERVICES

MARKETING PROPOSAL
VICTORIA SUITES

Our Vision

To be the leading property services firm in Kenya.

Our Mission

To deliver outstanding property services that provide tailor-made solutions to our clients.

Our Values

Professionalism, Honesty & Integrity Efficiency

OVERVIEW

African Landscapes Property Services is a boutique firm that has developed expertise in Property services.

The firm has developed relationships with various institutions and individuals, both local and international, to invest in our client's projects.

We work closely with our clients to develop appropriate sales and marketing strategies for their projects.

Our Strategy

We develop unique concepts and marketing roadmaps that optimize brand value. From brand discovery to post campaign measure, we are with you all the way.

This is a step by step process of our marketing strategy:

Step 1: Brand discovery (Workshop & Research)

Step 2: Campaign plan, budget and timelines

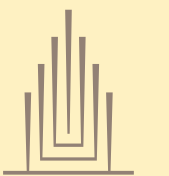
Step 3: Creative strategy

Step 4: Execution/ Roll-out

Step 5: Post campaign measure

A detailed explanation as to what step 5 involves:

- Approaches for market entry and sales growth
- Experiential marketing: sales activation, market storms, campaigns and product promotions
- Customer forums, networking sessions, direct marketing, email marketing for customer and channel partner loyalty.



Our Services

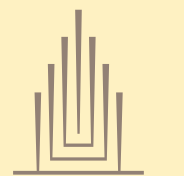
**SITUATION
ANALYSIS**

**BRAND
POSITION**

STRATEGY

**MARKETING
PLAN**

**PERFORMANCE
TRACKING**

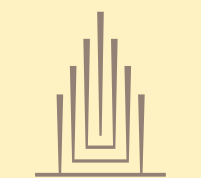


Our Services

- Intergrated marketing solutions that stimulate demand and brand value
- Target lead sources that bring high quality prospects
- Originate concepts that enhance corporate identity and image
- Strategic and cost effective marketing and media services to publicity accountability

For the above to effectively take place we develop tailor made marketing promo material. These include:

- Dynamic website
- Online campaigns
- Publications: Print brochures, e-publications, flyers and posters
- Signage: Stickers, banners
- Open day events





MARKETING BUDGET
VICTORIA SUITES

Logo & Corporate Identity (Design Only)

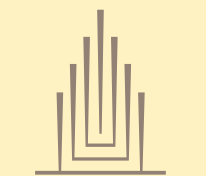
Description	Cost in Kenya Shillings
Logo Design	Done
Logo Design + Stationery 1 (Letterhead + business card)	17,600
Logo Design + Stationery 2 (Letterhead + business card + envelopes)	24,000

Flyers & Brochures, Folders, Posters, Advertising

Description	Cost in Kenya Shillings
Flyer Design 1 (A5 or A4 size back to back) (Images, Content provided)	5,000
Flyer Design 2 (A4 size back to back) (Content provided by client, no images provided) (Additional cost if images to be shot or purchased. Additional charges for illustrations)	7,000
Brochure Design (Basic A4 size) (Content provided by client, no images provided) (Additional cost if images to be shot or purchased. Additional charges for illustrations)	30,000
Folder Design (Basic 12"x 18") (Inner + outer design) (Logo + images provided)	14,000
Poster Design (Basic A3 size) (Images + content provided) (Additional cost if images to be shot or purchased. Additional charges for illustrations)	9,000
Print Ad Creation (Full page size) (Concept + Copy to be created) (Additional cost if images to be shot or purchased. Additional charges for illustrations)	17,000

Website development

Description	Cost in Kenya Shillings
Static website	20,000
Dynamic website (basic)	35,000
Dynamic website (professional) (email setup, security ad-ons)	45,000



Contact Us

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