



REQUEST FOR PROPOSALS (RFP)

For: Job Evaluation

Client: Limuru Country Club

Date Issued: 10/03/2026

RFQ Reference: LCC/001/2026/MKT

Consultancy Services for Development of Limuru Country Club Brand Strategy & Brand Guidelines.

1. Background

Founded in 1945, Limuru Country Club is one of Kenya's most established golf and country clubs, known for its heritage, community, and premium countryside experience.

The Club is currently in a period of renewal and strategic repositioning, with evolving member demographics, infrastructure redevelopment, and increased stakeholder engagement. To support this transition, the Club seeks to formalize and future-proof its brand identity through the development of comprehensive Brand Strategy and Brand Guidelines.

This assignment is intended to ensure brand consistency, strengthen market positioning, and align the Club's identity with its long-term vision of being the premier golf and country club.

2. Objective of the Assignment

The objective of this consultancy is to:

- Conduct a structured brand audit of current applications
- Analyse member survey data and relevant stakeholder inputs
- Define Limuru's brand strategy and positioning
- Develop comprehensive Brand Guidelines
- Define clear brand architecture for current and future initiatives

3. Clarification of Scope

This assignment is a brand strategy and brand guidelines development exercise, not a full rebrand.

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Limuru Country Club

P.O. Box 10,00217

Limuru, Kenya

- The existing logo and primary identity elements are to be retained.
- Refinement of visual standards is permitted.
- A complete logo redesign is out of scope unless specifically approved by the Board as a separate exercise.

4. Scope of Work

A. Research & Audit

- Audit of existing brand applications (print, digital, signage, events)
- Analysis of member survey data provided by the Club
- Optional targeted stakeholder interviews (Board, Management, Marketing Committee)
- Competitive benchmarking

B. Brand Strategy Development

The consultant shall deliver actionable strategy outputs including:

- Brand purpose, vision, and values
- Brand essence statement
- Brand positioning framework
- Target audience segmentation
- Key messaging pillars
- Tone of voice guidelines
- Optional tagline direction (if relevant)

C. Brand Architecture

The consultant shall define architecture covering:

- Core Limuru brand
- Tournaments and championships
- Hospitality offerings
- Sports facilities and academy programs
- Pro shop and retail
- Events and membership initiatives

Clear hierarchy and naming principles must be included.

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D. Visual Identity System

Refinement and documentation of:

- Logo usage standards
- Colour systems (CMYK, RGB, HEX, Pantone)
- Typography
- Iconography style
- Layout grids and spacing rules
- Patterns and textures (if applicable)
- Brand dos and don'ts
- Stationery standards
- Signage principles

E. Digital Brand Standards

Guidelines must include digital applications such as:

- Social media templates
- Website tone guidance
- Email signatures
- Digital banners
- Member communication templates

5. Out of Scope

The following are explicitly excluded:

- Full website development
- Social media management
- Printing and production
- Campaign rollout
- Signage fabrication
- Marketing campaign execution

6. Deliverables

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The consultant shall provide:

- Brand audit report
- Brand strategy document
- Brand architecture framework
- Comprehensive Brand Guidelines document
- Final presentation to Board/Management
- All final outputs must be delivered in:
 - High-resolution PDF
 - Editable formats (AI, SVG, InDesign, PPT where applicable)
 - Colour specifications in full detail

All intellectual property rights shall transfer to Limuru Country Club upon full payment.

7. Project Timeline

The assignment shall be completed within 6–8 weeks, structured into phases:

1. Phase 1 – Audit & Research
2. Phase 2 – Strategy Definition
3. Phase 3 – Architecture & Identity Refinement
4. Phase 4 – Guidelines Development
5. Phase 5 – Presentation & Finalisation

Bidders must submit a detailed work plan aligned to these phases.

8. Review & Revision Process

The project shall include a maximum of three (3) structured revision rounds.

Additional revisions beyond this shall be treated as variations subject to cost approval.

9. Proposal Submission Requirements

Bidders must submit:

- Company profile and registration documents
- Tax compliance certificate
- Conflict of interest declaration
- Relevant experience and case studies
- Team composition and CVs

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- Proposed methodology and timeline
- Financial proposal (itemised)
- At least two reference contacts

Joint bids are permitted, provided roles are clearly defined.

10. Evaluation Criteria

Technical Evaluation – 70 Points

| Criteria | Weight |
|------------------------------|-----------|
| Understanding & Methodology | 20 |
| Relevant Experience | 15 |
| Quality of Past Similar Work | 15 |
| Team Competence | 10 |
| Project Work Plan | 10 |
| Total Technical | 70 |

Minimum technical pass mark: 50/70

Only bidders meeting the minimum threshold will proceed to financial evaluation.

Financial Evaluation – 30 Points

| Criteria | Weight | Score Awarded | Weighted Score | Comments |
|-------------------------------|--------|---------------|----------------|----------|
| Cost Competitiveness | 20% | | | |
| Clarity & Breakdown of Budget | 5% | | | |
| Value for Money | 5% | | | |

11. Confidentiality & Data Protection

Consultants must treat all member survey data and Club information as confidential and comply with applicable data protection regulations.

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12. Submission Instructions

Proposals must be submitted no later than 1st April 2026

Interested consulting firms are invited to submit a comprehensive proposal comprising both a narrative and a financial component as outlined below:

Submission Instructions.

Please submit proposals electronically to: Email: Winfred.mwaura@limurucountryclub.co.ke

Cc: ellena.karingu@limurucountryclub.co.ke

Subject Line: RFQ Submission – Limuru Country Club MKT

13. Reservation of Rights

Limuru Country Club reserves the right to accept or reject any proposal and is not bound to award the contract to the lowest bidder.