



Wildlife Clubs of Kenya,
P.O. Box 20184-00200,
Nairobi-Kenya.
Tel: Office : +254 724 656667
Email: info@wildlifeclubsofkenya.or.ke
Off Langata Road, after Animal Orphanage (KWS), next to Bomas of
Kenya.
www.wildlifeclubsofkenya.or.ke

REQUEST FOR PROPOSALS (RFP)

FACILITATION OF BUSINESS DEVELOPMENT STRATEGY PLAN

1. BACKGROUND

Wildlife Clubs of Kenya (WCK) is a non-profit organisation registered as an association

WCK objectives are to: Share knowledge and stimulate interest in wildlife, conservation of the environment and biodiversity amongst Kenyan communities, with youth as the entry target; Create awareness on the economic, cultural, and aesthetic value of natural resources; Develop a better understanding of the need to conserve wildlife and other biodiversity for the benefit of the present and future generations; And, develop careers through training and education.

WCK has outreach centres in Mombasa, Kitui, Meru, Nairobi, Nakuru and Kisumu, where it has accommodation- hostels facilities and wildlife resources centre's that facilitate conservation education programmes.

2. PURPOSE

The purpose of this RFP is to solicit proposals from qualified consultants to facilitate the development and implementation of a Business Development Strategy Plan that aligns with our organization strategic objectives and market opportunities.

This Business Development Strategy Plan will establish a comprehensive roadmap for leveraging key revenue sources within Wildlife clubs of Kenya.

3. OBJECTIVES

- a. Increase the organization's overall revenue through diversified income streams.
- b. Enhance the value proposition of our products and services.
- c. Optimize the utilization of existing facilities and resources.
- d. Establish a sustainable growth model.

4. SCOPE OF WORK

- a. Conduct market analysis and competitor research.
- b. Facilitate business development strategic planning sessions with key stakeholders.
- c. Develop a comprehensive business development strategy.
- d. Create a detailed implementation plan with timelines and milestones.
- e. Identify key performance indicators (KPIs) and a monitoring framework.
- f. Provide ongoing support and guidance during the implementation phase.

5. DELIVERABLES

- a. Market Analysis Report.
- b. SWOT Analysis.
- c. Business Development Strategic Planning Workshop Materials and Outcomes.
- d. Final Business Development Strategy Document.
- e. Implementation Plan.
- f. Regular Progress Reports.

6. TERMS AND CONDITIONS

The consultants are under the obligation of confidentiality. Information, data, database, knowledge resources in the forms of briefings, reports, proceedings, articles, essays, etc. issued by and for the WCK will be WCK's property and require permission for use and disclosure

7. EVALUATION CRITERIA

The bids shall be evaluated by applying the under listed evaluation criteria:

- Relevant experience and expertise.
- Quality and feasibility of the proposed approach and methodology.
- Qualifications of the project team.
- Past performance and references.
- Cost-effectiveness.
- Alignment with company values and objectives.

a. Preliminary Evaluation

Bidders shall be required to submit the under listed MANDATORY documents:

- i. A Certificate of Incorporation / Registration.
- ii. A CR 12 Certificate.
- iii. Registration with a professional body.
- iv. A valid Tax Compliance Certificate from Kenya Revenue Authority

b. Technical Evaluation

	CRITERIA	MARKS	SCORE
1	Experience of Firm		45
	Number of years in business	5	
	References	10	
	Proof of similar assignments	30	
2	Qualification & Experience of Project Team		20
	Team Leader	10	
	Team	15	
3	Proposed Methodology & Work Plan		35
	Technical approach and methodology	15	
	Work plan /schedule of activities	10	
	Duration taken to complete	10	
	TOTAL		100

The minimum technical score required to qualify for financial evaluation shall be 70 / 100

c. Financial Evaluation

Financial comparison of the rates provided in the proposals to determine the lowest evaluated proposal. In case foreign currency is allowed, for comparison purposes only, foreign currency proposals will be converted to Kenya shillings using the exchange rates published by the Central Bank of Kenya on the day of submission of quotations.

8. APPLICATION PROCESS

The RFP Document in PDF format, Outlining the following;

- i. Executive Summary
- ii. Company Profile
- iii. Project Approach and Methodology
- iv. Project Team
- v. Timeline and Work Plan
- vi. Budget and Pricing in Kshs.
- vii. References
- viii. Additional Information

should be addressed to:

The National Coordinator/CEO,
Wildlife Clubs of Kenya,
P. O. Box 20184-00200,
Nairobi.
KENYA

And submitted via email to procurement@wildlifeclubsofkenya.or.ke

The subject line of the email should be: **“Facilitation of WCK 2024-2029 Business Development Strategic Plan”**

Deadline for submitting applications: ***15th August 2024***