



**MARKETING CONSULTANT SERVICES- VAELL/003/2020**

*The consultant is an expert in marketing, advertising and such other activities related to communication.*

*The client is desirous of engaging the consultant to offer advisory services as independent consultant in the marketing of its project under such terms as shall be mutually agreed between the parties.*

*The consultant should be able to perform the following roles;*

- 1. Develop a ware potato market information service (prices, varieties, specs and other offtake commitments)*
- 2. Provide advisory services and tool required to ensure performance at the field levels*
- 3. Provide locally relevant information on crop variety, yield, management protocols, and other information as shall be required for the marketing of this product.*
- 4. Publish monthly and quarterly reports to the company on the status of marketing of the product.*
- 5. Keep any information divulged in this process strictly confidential between the parties and not to use any such Confidential Information for any purpose other than purposes connected to the attainment of the objectives of this Agreement.*
- 6. Avoid any situations that may give to a situation of conflict of interest and in the event that such conflict occurs, the consultant shall disclose such conflict.*

Complete tender documents must be enclosed in a plain sealed envelope marked with the tender number and tender name and addressed to:

**Head of Procurement,  
Vehicle and Equipment Leasing Limited,  
P.O. Box 2157 - 20117,  
Naivasha**

The tender documents should be deposited in the Tender box placed at the Reception at Quipbank, Buffalo Mall, Naivasha or be sent to the **Head of Procurement**, so as to reach him on or before the closing date and time; **Friday, 21<sup>st</sup> February 2020, 5:00 PM**

*VAELL reserves the right not to respond, reject and cancel any Tender application*