



# **Request For Proposal (RFP)**

## **For Branding Services**

**VERSION 1.0**

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*Firms must read the entire document for full details and requirements.*

*AK Foods reserves the right to cancel this RFP at any time before or after the closing date*

## **1.0 Introduction:**

Agro Kings Foods Ltd (AK Foods) is a subsidiary of Agro Kings Ltd. focused on processing, packaging and last mile distribution of rice and other value-added products.

Key to AK Foods' strategy going forward, is the expansion of their product line to cater for the needs of the Ghanaian consumer, in providing easy to prepare packaged meals that are high in nutritional content. These value-added products, along with Nana's Rice, AK Foods' premium rice brand, will form the core product offering for AK foods over the next 3 years.

As AK Foods embarks on this expansion, it is critical to clarify the company's brand both internally and externally, to ensure alignment within the company, and clear communication of their brand values and story to the public. Therefore, AK Foods' is seeking the services of a full-service branding firm, capable of partnering with AK Foods as they move through the different phases of this product expansion. The full details of the services being sought is described within this RFP document and the successful firm (the Firm) will be notified according to the timeline specified.

## **2.0 Background**

The parent company of Agro Kings Foods, Agro Kings Ltd., is an innovative enterprise premised on advancing human lives with a focus on farming, value-added agriculture and technology to support global security. The company, Agro Kings Ltd, has an already existing brand guideline that emphasises the visual identity of the company (logo, typography, colour palette, visual design layout etc.) and ensures the consistent usage of the corporate identity promises and elements. Bearing the above in mind, we seek to employ the services of a branding firm to aid us audit our current brand guidelines and achieve the objectives and the scope of services that are indicated below.

## **3.0 RFP Objectives:**

The objectives of this RFP are to establish a branding strategy for AK Foods that will help them achieve the following:

1. Establish a position in the market as a premium Ghana-based rice producer, which competes with imported rice brands and is of similar or better quality. Pricing will be targeted at just below imported rice prices, but significantly higher than that of local brands.
2. Establish a position in the market as a producer of value-added food products like Ceresoya, a rice-based, easy to prepare breakfast option, which could be an alternative to products like Cerelac. These products are designed to have mass appeal and priced to be affordable for the average Ghanaian.
3. Infiltrate overseas markets for a number of its products. The diaspora market is of specific interest, but AK Foods will look beyond just that market.

#### **4.0 AK Foods Brand Values:**

1. Feeding the future
2. Advancing human lives
3. Supporting smallholder farmers
4. Innovating using technology
5. Supporting women in agriculture
6. Producing good quality Ghanaian-made food products

#### **5.0 Scope of Services**

AK Foods seeks the following tasks to be executed within the timeline specified.

**Task 1: Discovery** – A deep dive into the purpose and mission of both Nana’s Rice and Ceresoya, using interviews, surveys, historical material, on-site visits etc. AK Foods team members will support this task through the timely provision of background materials and will be made available for interviews or to facilitate on-site visits. The Firm shall provide sufficient notice for any interview or site visit requests, no less than three (3) business days.

**Task 2: Defining the Customer** – Define the AK Foods Customer for Nana’s Rice & Ceresoya respectively through market research.

**Task 3: Establish Brand Clarity** – Distill and establish the core ethos behind our food brands Nana’s Rice & Ceresoya, in a simple way that can be understood by customers, team members and partners.

**Task 4: Value Proposition** – Clarify value proposition.

**Task 5: Identify Brand Differentiators** – Highlight differentiators of both the Nana’s Rice and Ceresoya brand and their story from the perspective of customers and partners.

**Task 6: Develop Brand Guideline** – Create brand guideline and provide recommendations for other branding collateral by auditing existing brand and marketing materials.

**Task 7: Final Recommendations** – Provide recommendations for potential future work for brand advancement.

The outcomes of these tasks will be delivered to AK Foods in Draft and Final Report format. AK Foods will review and provide comments to the Firm within 5 business days of a report’s submission. Only upon the acceptance of a Final Report, with no outstanding comments or actions, will the services provided be considered complete. Formal Presentations (virtual or in-person) for both the Draft and Final Report are required.

It is requested that the Firm be made available for bi-weekly status meetings with an AK Foods representative and / or team. AK Foods will be responsible for scheduling status meetings and any associated documentation (e.g., agendas or minutes).

Additional Potential Future Scope: Product brand guidelines for expanded line of AK Foods products.

### **6.0 Evaluation & Award**

Proposals of interest will be shortlisted and the proposing firms may be invited to make a presentation to the senior management and marketing team. Following the evaluation period, the final selection will be made, and the successful Firm will be notified.

AK Foods reserves the right to alter the timing of the start of any work described above, to not proceed with some or all of the work, and to contract with more than one vendor for services described within this RFP. AK Foods reserves the right not to award a contract for this RFP and will not reimburse the cost incurred by bidders who respond to this notice.

### **7.0 Timelines:**

1. Circulation / Tendering Period: September 30, 2022 – October 7, 2022
2. Selection Period: October 7, 2022 – October 10, 2022
3. Award Date: October 14, 2022
4. Draft Report Submission: November 21, 2022
5. Final Report Submission: December 15, 2022

### **8.0 Protocols for Preparing and Delivering Responses to this RFP**

Responses to this RFP must be delivered electronically to AK Foods by end of day (GMT) on October 7, 2022. In order to receive responses in a uniform format and to enable the fair evaluation of the proposal submissions, firms should structure their RFP responses according to the outline below:

1. Cover Letter
2. Name and address of the company, including contact details for authorized representative should any clarifications be required regarding the submission
3. Company profile and brief corporate history
4. References and portfolio samples (submissions shall include a minimum of three (3) professional samples and one (1) reference with contact information of reference)

5. Detailed description of work process and deliverables
6. Associates, employees and contractors of the firm expected to perform services
7. Budget and any additional service fees
8. Timeline

To be considered complete, RFP Responses should include each of the items listed above. RFP Responses should be no longer than twenty-five (25) pages in total, including any associated appendices.

Incomplete submissions will not be considered. Additionally, responses must be submitted electronically via email to: [hello@agrokings.io](mailto:hello@agrokings.io) with “RFP Submission for Branding Services” in the subject line.

To ensure communication regarding this RFP is supported during the tendering period, it is requested that all interested firms notify AK Foods (at [hello@agrokings.io](mailto:hello@agrokings.io)) of their intent to submit an RFP response according to the process defined herein.

### **9.0 Questions**

Questions regarding requirements and scope of work will be accepted up to the end of day October 7, 2022, via email only, at [communications@agrokings.io](mailto:communications@agrokings.io). Answers to all questions received by this deadline will be sent via email.

Any responses to questions received that result in a modification or clarification of the RFP Scope will result in an RFP Addenda being issued to all parties that have notified AK Foods of their intent to respond.

*End of RFP Document*