
Letter of Invitation
LOI N°: 001/S/NRB/UDL/2021
Kigali, 22/04/2021

Dear Mr./Ms.:

Ultimate Developers Ltd (UDL) is a private real estate company leading the way in transforming the property business in Rwanda. UDL has a growing portfolio of Residential and Commercial projects that are changing Rwanda's real estate landscape. It's a flagship project, the unique Vision City neighbourhoods, is the biggest upscale suburb in Kigali and Rwanda at large with the first phase of 504 units which are completed and now on sale.

The objective of this Letter of Invitation (LOI) is to seek the services of a competent Brand & Marketing Agency with competence in brand development, content development, marketing strategy and website development and management.

The Client now invites proposals to provide the following consulting services (hereinafter called "Services"): **Consultancy Services for the Development of Brand and Marketing Strategy on behalf of Ultimate Developers Ltd.** More details on the Services are provided in the Terms of Reference.

Firms interested in this tender shall purchase the Tender Document at a fee of **Ten Thousand Rwandan francs (10,000 RWF)** via Ultimate Developers Ltd's Account Number open in Bank of Kigali, Account Number: **00048-00394853-25** in the names of **Ultimate Developers Ltd, obtain the Tender Document either physically or via email: procurement@udl.rw, i.mutabazi@udl.rw** and may obtain further information on the Tender Documents at UDL Head Office (Address below) during office hours 08:00 a.m. to 04:00 p.m. Local Time:

Address:

Ultimate Developers Ltd (UDL)
Procurement & Logistics Office
RSSB Building, Tower II
9th Floor
P.O. Box 5516 Kigali
Kigali City, Rwanda

RSSB Building, Tower II
P.O. Box 5516
Kigali, Rwanda



A handwritten signature in blue ink, located at the bottom right of the page. The signature is stylized and appears to be a cursive name.

A firm will be selected under Quality and Cost Based Selections (QCBS) procedures as described in this LOI, the Terms of Reference and in accordance with the UDL Procurement Policy and Procedure Manual.

Well typed Technical Proposals and Financial Proposals sealed in separate envelopes respectively, written in English, suitably bound in 4 copies (1 (one) original and 3 (three) copies, clearly marked, **'Terms of Reference for the the Development of Brand and Marketing Strategy on behalf of Ultimate Developers Ltd (UDL).'**" shall be deposited in sealed envelopes at the Procurement Office of UDL not later than **11/05/2021 at 10:00 a.m. local time (8:00 a.m. GMT)** and a soft copy of the document via email: procurement@udl.rw or i.mutabazi@udl.rw. The envelopes containing the proposals (technical & financial) will have to be marked on the outside the following wording: **"The Title of Tender"** and the **"Tender Reference N°"**.

The Technical Proposals will be opened in the presence of bidders' representatives who choose to attend **on 11/05/2021 at 10:15 a.m. local time (08:15 a.m. GMT)** in the Board Room of UDL HQ, 9th Floor /RSSB Building – Tower II. The proposals shall remain valid for **120 days** after the Deadline for Submission prescribed above.

Sincerely,



Alice Ntamitondero
Chief Executive Officer
Ultimate Developers Ltd

RSSB Building, Tower II

P.O. Box 5516

Kigali, Rwanda