

**RFP for Hiring Marketing and Communication Agency
Budget Format**

S#	ITEM	Units	Unit cost	Total cost
1	KCBL Branding Strategy (document)	1		
2	Website Development	1		
3	Website Maintenance	annual		
4	Social Media pages creation (FB, LinkedIn, Twitter, Instagram, YouTube)	5		
5	Vedio profile	1		
6	Search Engine Optimization	1		
7	KCBL profile (A4 size 4 pages)	1		
8	Brochure (A4, 4 pages)	1		
9	Flyer (A4)	1		
10	Banners (4*4)	1		
11	Standee (2*5)	1		
12	Poster (A3)	1		
13	Letter head (A4)	1		
14	Visiting card	1		
15	Folders	1		
16	Envelops	1		
17	Calendars (25 pages)	1		
18	Quarterly Newsletter (A4, 20 pages)	1		
19	Annual Report (A4, 50 pages)	1		
20	Annual retainership for routine communication tasks			