



Conserving the environment for more than 50 years
former home of Joy and George Adamson

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EXPRESSION OF INTEREST FOR CONSULTANCY SERVICES FOR DEVELOPMENT OF ELSAMERE BUSINESS PLAN.

Background:

Elsamere Conservation Centre, Operating as Elsa Ltd is the former home of Joy and George Adamson that sits on approximately 48 acres piece of land along the Moi South Lake Road in Naivasha. It is preserved as nature reserve, consisting of abundant wildlife that includes variety of wild animals and plants and abundant birdlife. The facility is used for conservation education and homestay hotel for local and international guests.

The Directors of Elsa limited would like to develop a strategy for business sustainability to support the conservation work. The consultant will work with the directors to develop and implement the business plan

Scope of work:

The work will include but not limited to;

1. Analysis of available data including past performance, location information, industry performance and trends to guide the future direction.
2. Review the Centre's products and services and identify areas of improvements and innovations.
3. Suggest creative and profitable use of the unutilized grounds/spaces. Guide on the need to refurbish the facility including the accommodation, Museum, Gift shop and the centre for Education in Sustainability.
4. Conduct a Cost Benefit Analysis. This will include costing all the work to be done.
5. Recommend a marketing strategy, leveraging on technology that would promote the lodge and conservation education program as a niche eco Centre.
6. Identify staff requirements including the skillset required for efficiency.
7. Develop an optimal financial model for ten years analyzing the revenue options at different operating capacities. The model should show the profitability and different level and comparison with similar industry.

Eligibility:

Interested firms are invited to send their expression of interest (EOI) attaching all necessary information to prove their capacity and experience to undertake the required assignment. This should include.

1. Company profile clearly indicating areas of experience, past assignments, key personnel capabilities and references
2. Registration documents of the company and any statutory documents
3. Ability to deliver the assignment within 2 months of signing the contracts

Timelines:

This request for expression of interest does not constitute solicitation. Elsa ltd reserves the right to change or cancel the requirements at any time during the process. The shortlisted consultants will be invited to make a presentation of their proposals to the board.

Interested consultants are required to submit their proposal detailing their understanding of the assignment, timelines and the total cost for the assignment by 27th August 2021 on the following adress;

The Chief Executive Officer,

Elsamere Conservation Centre

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