

# Marketing Proposal

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June 17, 2021



# Overview

We all had a bad experience or know a person who had a bad experience during his home construction or home improvement project. There has been a cost overrun, quality issues, time delays and ineffective communication with the contractor or suppliers and a lot more that you had to manage during the project and must have always wondered is there an easier way to do it with guaranteed quality, timely completion and within budget without you spending time managing the project.









# Understanding the problem

## BUILD ON BUDGET

We ensure that there is an effective communication of the scope of work, and offer an effective work plan and execution.





# Understanding the problem

Construction made easy and timely

**Mac & Too Heritage** is a unique solution where we manage the entire project for you including the project management, supply chain management and guarantee firm commitments on cost, time and quality of the home construction, property management or home improvement projects.





# Project objective:

- Initial consultation
- Pricing home to sell
- Marketing homes
- Construction management and supplies
- Real estate development
- Interior designs and fittings
- Scheduling viewings and open houses





# Understanding the market





# Target audience

Construction is one of the most popular investment with a growth rate of up to 95% in the country today. Hence Our target clients are :

- Retirees
- New family
- Overseas Investors
- Business men
- Hotelians investors
- Schools investors
- Hospital investors
- Real estate investors



# MARKETING STRATEGIES

***MAC & TOO***

***Heritage***

***where dreams  
comes home***

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## ***Market trends***

### **Smaller, smarter homes**

Economic recession and shrinking family sizes have forced people to rethink over-sized mansions and focus on what they really need



# The main types of project deliverables in construction?

1. The engineering reports
2. Product quality enhancement
3. Proposals
4. Design drawings
5. Design documents
6. A completed product
7. A site investigation report
8. Any design reviews



# The main types of project deliverables in real estate?

1. Initial consultation
2. Pricing home to sell
3. Marketing homes
4. Real estate development
5. Interior designs and fittings
6. Scheduling viewings and open houses



## **Accounting and Auditing project deliverables**

Our director Mr Dennis Maiyo is a certified accountant with over for years of experience in accounting , hence an assurance that our book keeping and accounting is timely and accurately in accordance to the agreement and standards of our asset financial institutions.

Besides that, we have a working system for rent collection and record keeping that enables us ensure timely rental income returns for our real estate developers



































# OUR TEAM



MAC & TOO HERITAGE HAS PARTNERED WITH A TEAM OF  
SPECIALIST



Mr Dennis Kiptoo Maiyo is The Projects Finance and Administration Coordinator who provides support in financial and administrative monitoring of our projects, in compliance with our clients and Solidarity Support Organisations' (SSOs) contractual obligations and in compliance with PSI policies and procedures. This includes; financial and administrative planning, monitoring and reporting, audit and budgetary controls, monitoring of projects requirements and support for procurement of services to our projects.



**MR DENNIS KIPTOO MAIYO  
CO-FOUNDER OF MAC & TOO  
HERITAGE**



Miss Mary Ann Chebet is The Projects Relationship Manager who Oversee all customer relationship management system, gives clients personalized rapport and provide quick responses to their inquiries. She also creates new business links as well as analyzing the company's marketing strategies, negotiations and contracts. Besides that she educates and inform clients about the company's products, services and special offers



**MISS MARY ANN CHEBET  
CO-FOUNDER OF MAC & TOO  
HERITAGE**