



ARDIBO



Lodge

Project Proposal

Won Graphics

Tel- +251 913 89 36 84

E mail- wonadvert@yahoo.com

Objective

- *Ardibo lodge will become the premier supplier of sustainable hospitality and tourist services in the world.*
- provide high-quality accommodation (self - contained cob House), on-site activities and sustainable eco - tourism activities, e.g. tree planting, hiking tours, cultural excursions, bike and motorbike tours and other activities to visitors from all over the world.
- it will cater for the needs of international visitors who look for an extraordinary trip extension who seek cultural interaction with locals, with sustainable and eco - friendly activities to support local communities.

Target group

- visitors with the main motivation of “wildlife” experience, combination holidays, hiking, and cultural activity.
- Local Community consumption of organic food and organic farming, so there is an overall understanding and acceptance of green, sustainable development.
- another target group of are the foreign staff of un organizations, students, multinational companies etc. including of their visiting friends and relatives.

Graphics packages

. Corporate Logo

- flyer folder with particulars about Ardibo Lodge and . contacts and access map with pictures of the area
- brochure with all details about Ardibo lodge, as well the contacts and access map, with a wide selection of pictures of the entire area.
- hiking tour flyer - folder
- hiking tour booklet a4 size hiking tour flyer but going into particulars and facts about the trips and the region in general. each trip with pictures from the destination.
- the flyers for the on - site activities and planting of indigenous trees are set as well the tree planting to get the seedlings for the indigenous trees we will cooperate with the local people.
- Created and produced TV and video
- Created social media plans & social media Advertising

General impact

- create new opportunities for women and young people.
- encourage creative art
- it provides opportunities for cultural exchange

Value/Cost

Name	Single Price	Total Price	QTY	Subtotal
Corporate Logo	5.000 Birr	5.000 Birr	1	5.000 Birr
brochure	6 Birr	1200 Birr	200	1200 Birr
Double page flyer	5 Birr	2500 Birr	500	2500 Birr
Booklet	25 Birr	5.000 Birr	200	5.000 Birr
Tv Production & Advertismment				500.000 Birr
				<u>Total-513,700 Birr</u>

Proposed Timelines

specific timelines or schedules that the designer/firm would require
From june - july . include 10 business days lead-time the printer as well as deadlines required to receive copy/other materials from final approval to print.