



KAYO SERVICES & CONCIERGE BOUTIQUE

CLIENT PROPOSAL

Provision of Services for [Client / Mandate Name]

Engagement · Scope · Investment

Submitted in response to [Client RFP / Brief Reference] for the appointment of Kayo Services & Concierge Boutique.

Submitted by	Kayo Services & Concierge Boutique
Submitted to	[Client Organization]
Lead contact	[Full Name, Title]
Validity	Ninety (90) days from date of submission
Reference	KS-CB / Proposal / [YYYY] / [###]

This document is confidential.





01 Executive Summary

Kayo Services & Concierge Boutique is pleased to present this proposal for [scope of engagement]. Our approach combines a dedicated senior account lead, verifiable trade and media networks, multilingual capability and a disciplined, accountable delivery framework.

02 Understanding of the Brief

Based on the materials shared and our consultations, we understand the mandate to encompass:

- ◆ [Primary objective #1 — what success looks like]
- ◆ [Primary objective #2 — what success looks like]
- ◆ [Primary objective #3 — what success looks like]

03 Proposed Scope of Services

Workstream	Activities	Deliverables
Strategy	Discovery, positioning, planning	Strategy deck · annual action plan
Activation	Trade · PR · MICE execution	Campaign reports · pipeline updates
Account management	Day-to-day client liaison	Weekly status · monthly review
Reporting	KPI tracking and analytics	Monthly · quarterly · annual reports

04 Team & Governance

A dedicated senior account manager will serve as the single point of contact, supported by specialist leads for trade sales, MICE, PR and content. Governance includes scheduled review meetings, a defined escalation protocol and transparent reporting.

05 Indicative Investment

Cost Component	Year 1	Years 2–3 (per year)
Professional / retainer fees	[Amount]	[Amount]



Cost Component	Year 1	Years 2–3 (per year)
Activation & campaigns	[Amount]	[Amount]
Content production	[Amount]	[Amount]
Reimbursable expenses	[Amount]	[Amount]
Total (state currency & tax basis)	[Total]	[Total]

[Add any assumptions, exclusions, payment terms or notes relevant to your pricing.]

