



KENYA FOREST SERVICE

DOCUMENT TITLE: BUSINESS DEVELOPMENT AND MARKETING

REF NO:KFS-CSD-005

ISSUE NO: 2

REVISION NO: 1

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ISSUE HISTORY

ISSUE	DESCRIPTION OF CHANGE	PROCESS OWNER	EFFECTIVE DATE
1	None, no change has been done	HOD: Business and Marketing	10 th June 2010
2	Changes Done to conform to ISO 9001:2015 standard	HOD: Business and Marketing	31 st May 2018

REFERENCED DOCUMENTS

S/NO	REF	TITLE
1	QPM	Quality Policy Manual
2	PM	Procedure Manual
3	FCMA	Forest and Conservation Act 2016
4	SP	Strategic Plan 2017-2022
5		Business Plan 2017-2022

COPY HOLDERS

1	Chief Conservator of Forests
2	SDCCF
3	MCS
4	QMR
5	PBDM

RECORDS/ANNEXES

REC. NO	REC. TITLE
	Collected Market information

PREPARED BY: Principal Business Development and Marketing

APPROVED BY: CCF



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1. TERMS AND DEFINITION

TERM	DEFINITION(S)
KFS	Kenya Forest Service
KPI	Key Performance Indicator
CSF	Critical Success Factor
CCF	Chief Conservator of Forests
DCCF(SS)	Deputy Chief Conservator of Forests Support Services
MCS	Manager Corporate Services
PBDM	Principal Business Development and Marketing

2. SCOPE

This procedure shall cover the entire marketing and business development process and shall be applicable to all officers carrying out marketing and business development function

3. PURPOSE

To guide officers involved in the design and implementation of business and marketing strategies

4. OBJECTIVE

NB: Refer to the performance contract.

CSF	KPI	TARGET(S)	DUE

5. RESPONSIBILITY AND AUTHORITY

5.1. Chief Conservator of Forests

5.1.1. Provide overall leadership and guidance on Business development and Marketing.

5.1.2. Provision of necessary resources for Business development and Marketing.

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5.2. SDCCF/SS

5.2.1. Provide overall leadership and guidance on Business development and Marketing.

5.2.2. Provision of necessary resources for Business development and Marketing

5.3. Manager, Corporate services

5.3.1. Provide overall leadership and guidance on Business development and Marketing.

5.3.2. Provision of necessary resources for Business development and Marketing

5.4. Principal, Business Development And Marketing

5.4.1. Overall responsible for Business and Marketing.

5.4.2. Development of appropriate business and marketing plans.

5.4.3. Ensure implementation of the strategies

5.4.4. Evaluates effectiveness of report as assigned.

6. RESOURCES, INPUTS AND OUTPUTS

6.1. Resources

6.1.1. Finances

6.1.2. Personnel

6.1.3. Infrastructure

6.2. Inputs

6.2.1. Market research and analysis

6.2.2. Customer requirements

6.2.3. Strategic Plan

6.2.4. Financial resources

6.3. Outputs

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- 6.3.1. Customer satisfaction
- 6.3.2. Sales
- 6.3.3. Return on marketing investment
- 6.3.4. Positive organisational image

7. Criteria of Measurement

NB: Refer to Performance progress reports

8. Risk and Opportunities

NB: Refer to the Service's Risk register

9. Evaluation of Process

NB: Refer to the Monitoring and Evaluation Reports

10. DETAILS OF PROCEDURE

- 10.1. Ensuring all current and new business leads are continually progressed.
- 10.2. Maintaining a database of new business contacts.
- 10.3. Review overall trade marketing activities on an ongoing basis
- 10.4. Monitor returns on investment across all business units
- 10.5. Develop a growth strategy focused both on financial gain and customer satisfaction
- 10.6. Arrange business meetings with prospective clients
- 10.7. Promote the company's products/services addressing or predicting clients' objectives
- 10.8. Analyze current customer base to identify potential sales opportunities
- 10.9. Build strong relationships with customers, outside business contacts, and company stakeholders
- 10.10. Review and communicate proposals and cost estimates to customers and stakeholders

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- 10.11. Negotiate timelines and budgets
- 10.12. Collaborate with colleagues to improve overall customer experience and satisfaction
- 10.13. Co-ordinating marketing campaigns with sales activities.
- 10.14. Overseeing the company's marketing budget.
- 10.15. Creation and publication of all marketing material.

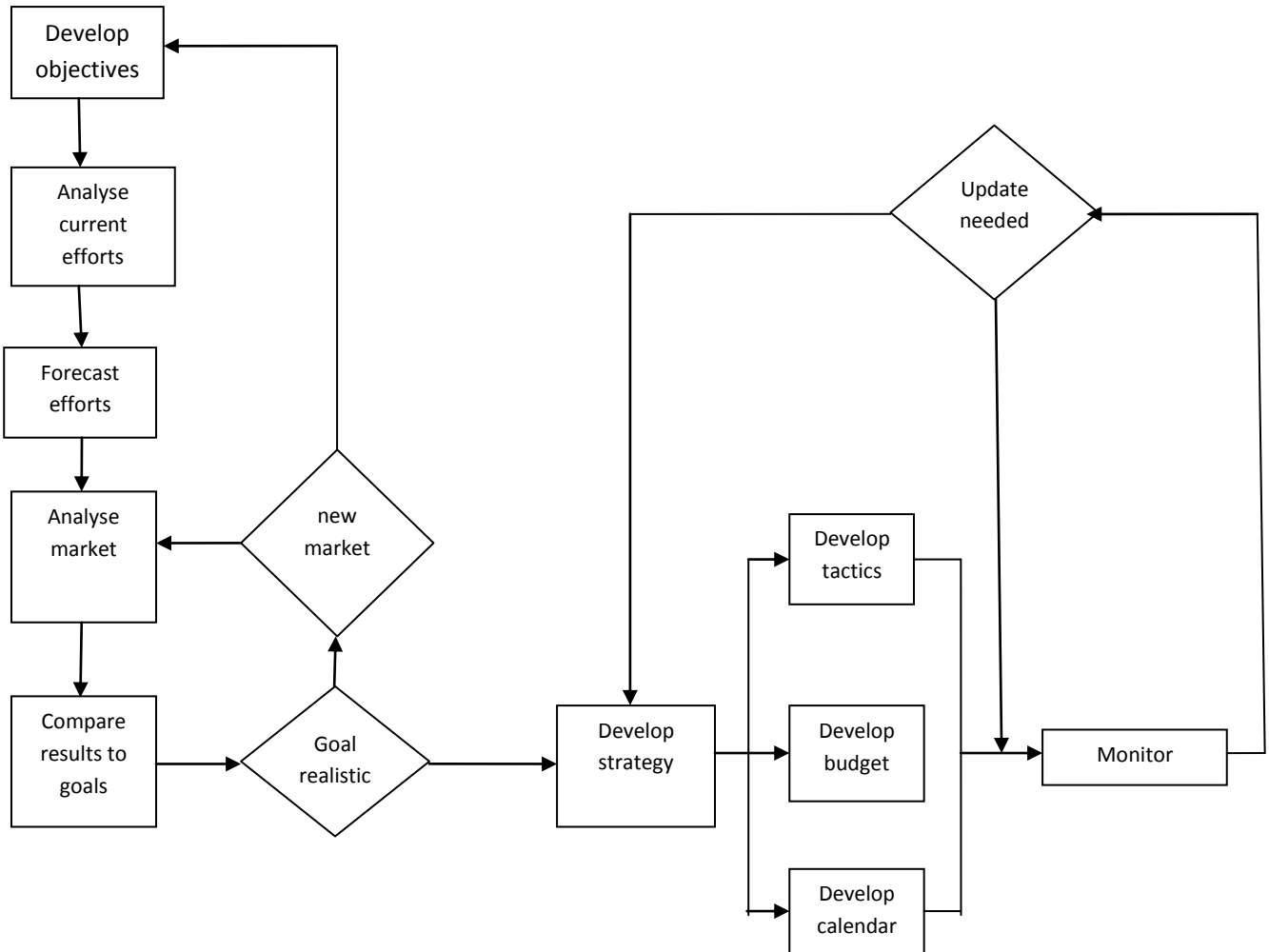
PREPARED BY: Principal Business Development and Marketing

APPROVED BY: CCF

A handwritten signature in blue ink, appearing to be 'Jung'.



11. PROCESS FLOW CHART



PREPARED BY: Principal Business Development and Marketing

APPROVED BY: CCF