

# BUSINESS OPPORTUNITIES FOR TENANTS

## Invitation To Quote

*As one of our initiatives to support our tenants, we would like to offer you potential business opportunities.*

### Design & Production of Handbook

(Submission Deadline : 18 March 2009, 5pm)

*Project specifications can be found at [www.mapletreeindustrial.com](http://www.mapletreeindustrial.com)*

*We are seeking tenants with relevant expertise for the above project to submit your **Quotation & Track Record** to :*

***Email : [heng.lina@mapletree.com.sg](mailto:heng.lina@mapletree.com.sg)***

**FOR ANY QUERIES, you may contact :**

Name : Ms Lina Heng

Tel : 63775343

Email : [heng.lina@mapletree.com.sg](mailto:heng.lina@mapletree.com.sg)

Please note that only shortlisted candidates will be notified for further discussion.

Disclaimer: We reserve the right to reject any or all quotes at our sole discretion and the right to award the project in part or in full, on the basis of the quotations received, unless the bidder specifies that the quotation is valid only for the order.

# INVITATION TO QUOTE

## DESIGN & PRODUCTION OF TENANT HANDBOOK PROJECT SPECIFICATIONS

### *Creative Brief*

#### COMPANY BACKGROUND

- **Mapletree Industrial** : More information about the company businesses are available at :
  - [www.mapletreeindustrial.com](http://www.mapletreeindustrial.com)
  - [www.mapletree.com.sg](http://www.mapletree.com.sg)
- **Relevant portfolio background:** Press Release is available at :  
[http://www.mapletree.com.sg/news\\_press\\_details.aspx?pageid=23&cid=3378](http://www.mapletree.com.sg/news_press_details.aspx?pageid=23&cid=3378)
- **Branding & Logo Coloring Guidelines:** Information will be provided upon award of project.

#### PROJECT – TENANT HANDBOOK

- **Context:** Mapletree Industrial bought over a portfolio of 62 properties with existing tenants, comprising mainly of factories and business park buildings. To design and produce a tenant handbook.
- **Overall Objective of project:** This handbook will provide our tenants a quick and handy reference to the important information such as guidelines, regulations and relevant contact numbers with respect to the premises they occupy.
- **Target Audience:** All tenants in the Mapletree Industrial Trust's portfolio of which 7% are in business parks and 93% are in flatted factories.
- **Content of Handbook :** Detailed content of handbook will be provided upon award of contract.
- **Communication Points:** To highlight contact references, and also to use a user-friendly layout to assist reader to find the relevant information with ease.
- **Tone of Voice / Design:** Friendly, Fresh & Vibrant, Reasonable, Helpful, Positive, Caring.
- **Pictures:** Pictures of our buildings will be provided, but royalty-free stock images could be used. Preference is to use free images. Should there be a need to purchase 1 or 2 inexpensive stock images, please provide cost breakdown.

### **PRODUCT TECHNICAL SPECIFICATIONS**

- **Medium:** Quality Paper, double sided printing
- **Print:** Please provide 2 quotes for :
  - Black & White, 1C
  - Full Color preferred min 4C
- **Size of Booklet:** Minimum A5, maximum A4. Please feel free to suggest an appropriate size
- **Points of distribution:** By Mapletree staff
- **Benchmarks for references:** HDB Residents' Handbook (available online on HDB website)
- **Number of copies:** 2,000 booklets

### **TIMELINE**

- **Rough sketch ideas by Designer:** within 1 week of award of project
- **Review revised creative design by Mapletree:** within 1 week of receiving initial sketch
- **Completion of production:** **15 APRIL 2009 (WED)**
- To meet the above timeline, please allocate designers full time for 1 month to work on this project. The designers should be fast, responsive and experienced to revert with their revisions and comments within 3 working days.

**SUBMISSION OF QUOTATION**

- **Quotation & Track Record** : Please submit your quotation for this project together with the following documents :

- (1) Track Record
- (2) Sample portfolios
- (3) Similar / Relevant Previous Work
- (4) Other relevant documents

to the following email : [heng.lina@mapletree.com.sg](mailto:heng.lina@mapletree.com.sg)

- **Deadline** : **BY 18 MARCH 2009, 5:00PM**

**Client Contact Information:**

Ms Lina Heng

Contact : 63775343

Email : [heng.lina@mapletree.com.sg](mailto:heng.lina@mapletree.com.sg)

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This brief and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. Any reference to terms and conditions relating to the subject matter in this and subsequent e-mails are for ongoing negotiations only and are strictly subject to contract and shall not be binding until formal agreement is reached.