



Website Re-launch
(www.kjaergroup.com)

Request for Proposal

Proprietary and Confidential

INTRODUCTION & BACKGROUND

Kjaer Group A/S is a specialized provider of vehicles and automotive solutions. We are an authorized provider of vehicles and motorcycles supporting the aid and development market. This places us in the service and support network of leading vehicle manufacturers and translates into full warranty and after-sales support locally. Since 1962 we have gained expertise in keeping people and projects moving in some of the harshest environments. With a focus on Africa, Kjaer Group leverages the strength of having people on the ground and by supporting transportation needs with innovative services. Some key facts about Kjaer Group include:

- 1000 professionals including our appointed dealer network
- Present in more than 25 countries in Africa
- Officially appointed vehicle/motorcycle distributor
- Vehicle stocks in 8 geographic locations
- In-house shipping and logistics service
- After-Market service covering parts and accessories
- All-Risk fleet insurance
- Fleet Leasing

ADMINISTRATIVE

Contact Information

Questions regarding this RFP can be addressed to:

Dante Disparte
General Manager
Marketing & Solutions Development
+45 62 199 133
d.disparte@kjaergroup.com

Due Dates

A written (email) confirmation of the vendor's intent to respond to this RFP is required by **Wednesday the 1st of August, 2007**. All proposals are due by **Wednesday the 8th of August, 2007**. Any proposal received after the date specified for receipt shall be considered late and non-responsive. Any late proposals will not be evaluated for award.

GUIDELINES FOR PROPOSAL PREPARATION

Award of the contract resulting from this RFP will be based upon the most responsive Vendor whose offer will be the most advantageous to Kjaer Group in terms of cost, functionality and other factors as specified elsewhere in this RFP.

Kjaer Group reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Vendor,
- Accept other than the lowest priced offer,
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and

- Award more than one contract.

Vendor's proposal shall be submitted in whole parts as set forth below. The Vendor will confine its submission to those matters sufficient to define its proposal, and to provide an adequate basis for Kjaer Group's evaluation of the Vendor's proposal.

In order to address the needs of this service, Kjaer Group encourages Vendors to work cooperatively in presenting integrated solutions. Vendor team arrangements may be desirable to enable the companies involved to complement each other's unique capabilities, while offering the best combination of performance, cost, and delivery for the application being provided under this RFP. Kjaer Group will recognize the integrity and validity of Vendor team arrangements provided that:

- 1) The arrangements are identified and relationships are fully disclosed, *and*
- 2) A primary Vendor is designated which will be fully responsible for all contract performance.

Vendor's proposal in response to this RFP will be incorporated into the final agreement between Kjaer Group and the selected Vendor(s).

PROPOSAL CONTENTS

The proposal should contain a full statement of work and price breakdown for the completion for the requisite web re-launch project. Please see the technical requirements section below for more details about the preferred back-end technology platform.

In addition to the information detailed above, we suggest that the proposal should contain several additional appendices with the following information:

- A description of both the development approach and project management methodology used by the Vendor
- Information about the team allocated to this project by the Vendor
- References to similar projects completed by the Vendor
- An overview of the company, including official business registry information, key contact name and information, and a brief history of the company

EVALUATION FACTORS FOR AWARD

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon the Vendor's responsiveness to the RFP and the total price quoted for all items covered by the RFP.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Vendor or Vendors:

- 1) The extent to which Vendor's proposed solution fulfils Kjaer Group's stated requirements as set out in this RFP.
- 2) An assessment of the Vendor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
- 3) The Vendor's stability, experiences and record of past performance in delivering such services.
- 4) Availability of sufficient high quality Vendor personnel with the required skills and experience for the specific approach proposed.
- 5) Vendor's acceptance of Kjaer Group's contractual terms and conditions, if applicable.
- 6) Overall cost of Vendor's proposal.

Kjaer Group may, at our discretion and without explanation to the prospective Vendors, at any time choose to discontinue this RFP without obligation to such prospective Vendors.

WEBSITE RE-LAUNCH REQUIREMENTS

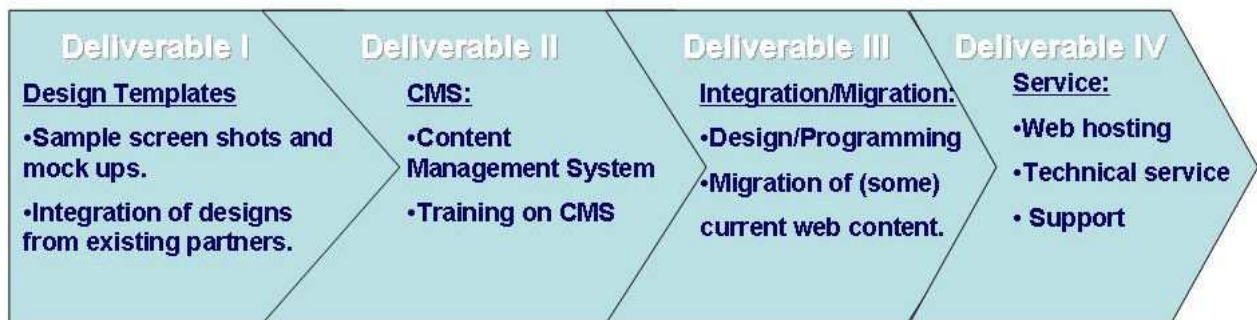
Kjaer Group A/S wishes to re-launch its corporate website (www.kjaergroup.com) to achieve a clearer understanding of the Group's value proposition and services by our customer segments. The group is now midway through a corporate restructuring, which until now has largely had an internal impact. Based on this, the current parent website does not support our corporate strategy and is in need of enhancement.

GOALS FOR RE-LAUNCH

1. Clearly communicate that Kjaer Group A/S is a professional services firm offering innovative products and services.
2. Provide a clear means of communicating the value proposition of the goods, products and services the group provides.
3. Remove obsolete data and provide a seamless platform that enables current and timely information to reach the web simultaneously.

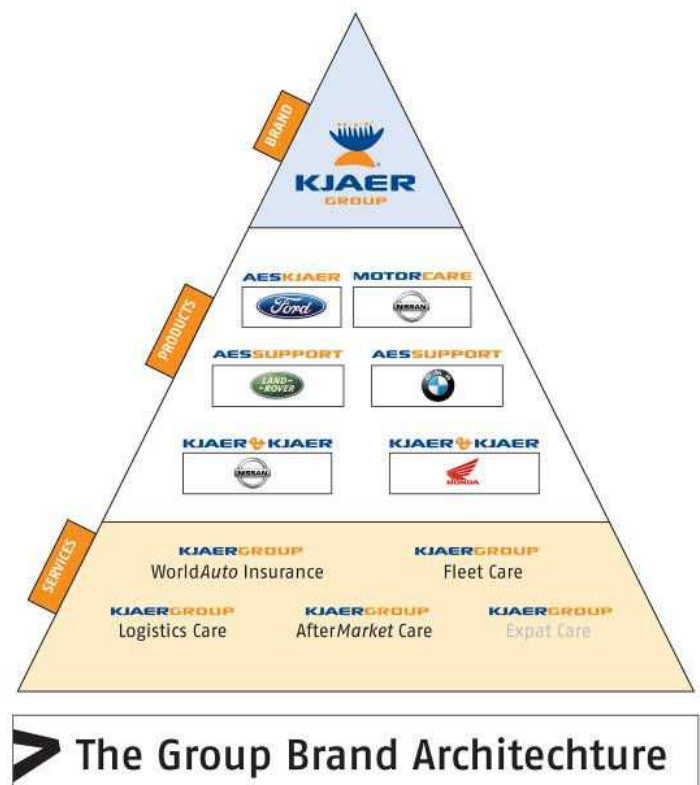
DELIVERABLES

The vendor undertaking this RFP is expected to produce four major deliverables with deliverables one through three taking place between the issuance of the award and **October 1st, 2007** and the fourth representing expected ongoing service, web hosting and support.



BRAND ARCHITECTURE

The image below provides a basic illustration of the Group's brand architecture. Kjaer Group A/S acts as a holding company for diverse automotive businesses, which provide vehicles, motorcycles and related services. These are illustrated in the middle section of the brand pyramid. While the Group provides overall management and staffing for subsidiary companies, one of our main objectives is to re-brand value-adding services that each business unit provides under the Kjaer Group brand and logotype, as shown in the bottom of the pyramid.



SITE MAP & CONTENT

The site map and content for the proposed website re-launch will be created by Kjaer Group A/S. Therefore the prospective vendor should complete requisite work using blank templates that illustrate the overall design, functionality and intuitiveness of their offering. Proposed text areas should be filled in with *Latin* text or *Ips*um, however, Kjaer Group requests that the following top navigation bar and drop down menu titles are utilized to clearly show where our desired content would be placed. Additionally, a draft design for Kjaer Group's front page is provided for reference.

TOP NAVIGATION BAR

The grid shown below illustrates the top navigation bar Kjaer Group would like to retain in the final product. Sub-menus under each section show major areas where Kjaer Group will develop content, however, this is subject to change.

HOME | **SERVICES** | **PRODUCTS** | **ABOUT US** | **CAREERS**

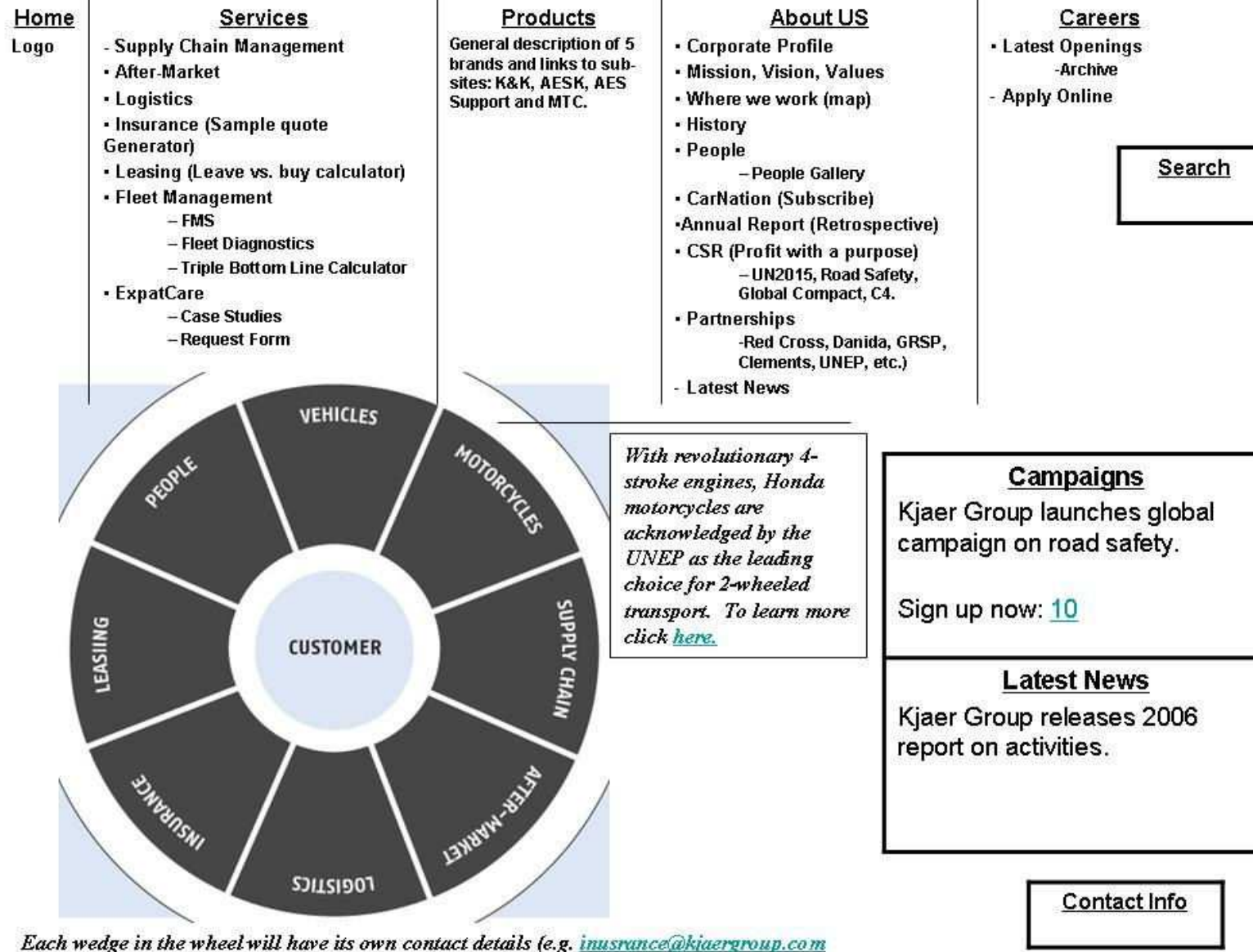
SUB-MENUS

The items shown below represent the desired sub-menus under each of the categories listed in the Top Navigation Bar:

Services -	Products -	About Us -	Careers -
Supply Chain Management After-Market Logistics Insurance Leasing Fleet Management FMS Fleet Diagnostics Triple Bottom Line Calculator ExpatCare Case Studies Request Form	General description of 5 vehicle manufacturers where Kjaer Group is directly appointed including links to sub-sites: K&K, AESK, AES Support and MTC.	Corporate Profile Mission, Vision, Values Where we work (map) History People People Gallery CarNation (Subscribe) Annual Report (Retrospective) CSR (Profit with a purpose) UN2015, Road Safety, Global Compact, C4. Partnerships Red Cross, Danida, GRSP, Clements, UNEP, Global Compact Latest News	Latest Openings Archive Apply Online

The successful vendor will have the ability to collaborate with Kjaer Group's present graphical and design partners and utilize and adapt existing visual and brand elements to their HTML, coding and design work.

SAMPLE FRONT PAGE



CONTENT MANAGEMENT

The successful vendor will provide Kjaer Group with a dedicated content management system that allows Kjaer Group full and unfettered access to make changes to the website. This includes, but is not limited to:

- Text
- Images
- Layout
- Downloadable Forms
- Documents

The content management system must be user-friendly, password protected and be backed up by the vendors own web experts should required changes call for more technical know how. The need for internal control of website content is critical to this RFP as this will enable Kjaer Group to convert its web-presence from a static webpage into an active part of our business and operations.

At the first stage, Kjaer Group merely wishes to communicate a clear message relating to its business. There are however, certain areas wherein it is desirable to offer some enhanced functionality, including but not limited to:

- Basic Calculations
- Insurance Quotes
- Leasing Comparisons
- Cost Calculators

Kjaer Group currently uses the open-source content management system Plone (<http://plone.org/>) to manage its sales subsidiaries sites. Preference will be given to vendors who can provide a Plone-based system, however this is not an absolute requirement.

TECHNICAL CONSIDERATIONS

Prospective vendors should present a high degree of flexibility when it comes to technical elements of this website re-launch. This may include website hosting options, content management systems and the general inter-operability of the selected website, design and platform with Kjaer Group's existing information resources.

Technical elements relating to this project will have Kjaer Group's IT Manager as a point of reference. For further details on Kjaer Group's platforms and other technical requests, please consult with:

Matt Rohrer
Manager
Information Technology
+45 62 199 181
m.rohrer@kjaergroup.com

VENDOR EMBEDDING

In the performance of the services outlined in this RFP, Kjaer Group is open to the concept of vendor embedding wherein a prospective vendor can assign one of their staff members to conduct the required work, in whole or in part, at Kjaer Group's headquarters. If this approach is sought, the vendor accepts full responsibility for their staff member and waives Kjaer Group of all liability arising from the conduct of this work. The advantage embedding offers is to create a clear understanding of Kjaer Group's ambitions with the website re-launch project and a direct line of communication with Kjaer Group's management and specialists.

“GO LIVE” DATE

A work relating to this RFP must be completed before **October 1st, 2007**, which is the desired launch date of the new corporate website. With this aim work must be carried out as an iterative process wherein Kjaer Group and the successful vendor must work in close collaboration, sharing completed work and content in stages for Kjaer Group’s approval.

APPENDIX I:

Kjaer Group Corporate Identity Guidelines

Corporate Guidelines

Logo, Colour & Font Advertisement & Banner

June 2007
Version 1.0



Should you need to change the wording or contact details of an advertisement or banner, kindly provide your printing partner with:

- > the production file in question
- > wording and contact details in Word
- > a copy of these guidelines

Should you have any technical queries, please contact Berens Bureau, info@berens.dk

Kjaer Group Logo

The distances indicated are minimum required distances.

If the logo does not appear large enough, these limits may be altered as necessary.



Min. logo size

Above this minimum, the actual size of the logo can depend on its context.



Logo without the Beowulf

The logo can be used without the Beowulf, in places where ...



The "Beowulf" logo can be used separately from "Kjaer Group"

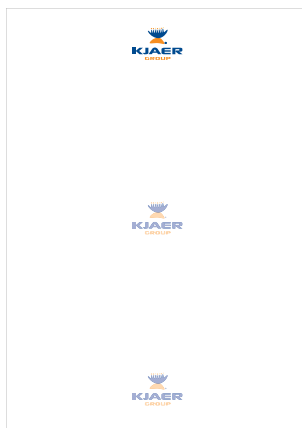


"Kjaer Group" can also be used separately from the "Beowulf" logo.

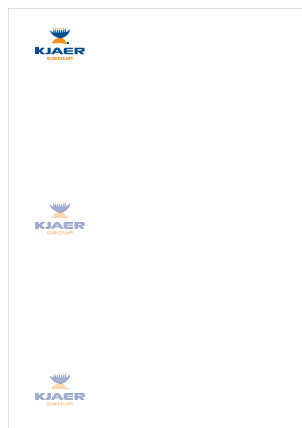


Logo positioning

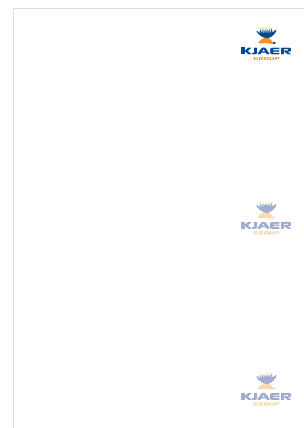
Only one logo per page. Minimum distance from the top/bottom must be adhered to. The logo may not be rotated other than 90°.



Centre pos.



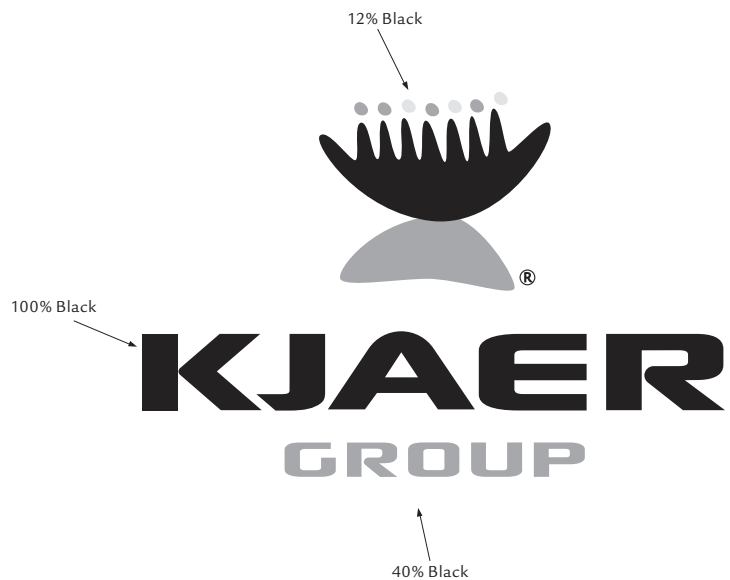
Left pos.



Right pos.

Kjaer Group Logo Grayscale

For placement on negative background, follow these guidelines.



Kjaer Group Corporate Colours

The colours apply to the entire corporate identity guidelines.


PRINT:

Pantone solid coated.....280 C
Pantone solid uncoated.....280 U

CMYK coated.....100/72/0/18
CMYK uncoated.....100/72/0/18

NEWSPAPER:

CMYK100/72/0/13

WEB:

Web colour RGB.....0/0/102
Websafe colour000066

SIGN:

RAL.....5002
3M series 100.....100-37
3M scotchlite/scotchcal...3630-87
Avery 700 High Perf.....747 HP


PRINT:

Pantone solid coated.....152 C
Pantone solid uncoated.....152 U

CMYK coated.....0/53/100/0
CMYK uncoated.....0/53/100/0

NEWSPAPER:

CMYK0/50/100/0

WEB:

Web colour RGB.....255/102/0
Websafe colour.....FF6600

SIGN:

RAL.....5002
3M series 100.....100-14
3M scotchlite/scotchcal...3630-84
Avery 700 High Perf.....705 HP


PRINT:

Pantone solid coated.....1345 C
Pantone solid uncoated.....1345 U

CMYK coated.....0/14/47/0
CMYK uncoated.....0/14/47/0

NEWSPAPER:

CMYK0/14/47/0

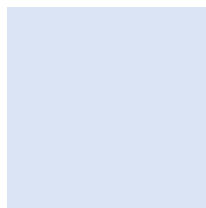
WEB:

Web colour RGB.....255/219/150
Websafe colour.....FFDB96

SIGN:

RAL.....1003
3M series 100.....100-25
3M scotchlite/scotchcal...3630-125
Avery 700 High Perf.....710 HP

Backgrounds colours



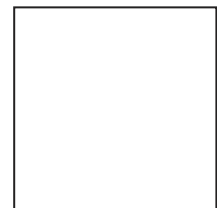
LIGHT BLUE
CMYK 12/6/0/0



LIGHT YELLOW
CMYK 0/14/47/0



BLACK
CMYK 0/0/0/85

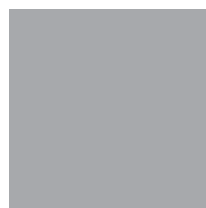


WHITE

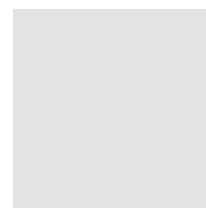
Black and white colours



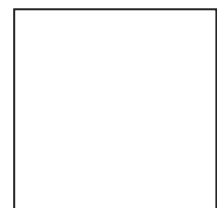
BLACK 100%



BLACK 40%



BLACK 12%



WHITE

Kjaer Group Corporate Background Colours

For placement on coloured backgrounds, follow these guidelines.



Use the coloured version whenever possible.



This version is to be used on pictures (light backgrounds). It is important that every element of the logo is visible.

Kjaer Group Corporate Identity Font

The corporate identity font was chosen to create a contrast to the font used in the logotype. With its “happy” look and gently rounded shapes, this font suits the three philosophy phrases nicely. In addition, it is easy to read in body-text size.

This font is used on all printed material, signs and flags.

Font Arial is used on web, e-mail and all written correspondence.

When the company names are incorporated in body text, they are to be used as shown.

They must appear in the same type and size as the rest of the text.

(The grayscale displayed here is only for illustration.)

If a word or group of words must stand out, ITC Legacy Sans Bold can be used.

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ITC Legacy Sans Bold og Bold Italic

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ITC Legacy Sans Book Italic

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Arial Regular

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Arial Italic

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Arial Bold

Kjaer Group
Kjaer & Kjaer
AES Kjaer
AES Support

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