

NAMING BRIEF

Overview

The Company is seeking to name one of its latest developments, a master planned development to be undertaken on a 100 acre parcel, formerly a coffee farm on the leafy Ruiru slopes. This sloppy terrain complimented by a retaining dam stretching over 8 km along the parcel's peripheral and a river cutting across a section of it offers the ultimate canvas for architectural brilliance.

Location, Distance and Proximity to Major Landmarks

The development is approx. 7 Km from the Thika Superhighway, and 1.5 km off Kiambu-Kamiti road and falls within the precincts of both Tatu City and Migaa Golf Course.

The Development mix

The development will comprise mainly of residential units consisting of townhouses, cottages and apartments (in clusters) to be complimented by social amenities i.e. a commercial centre, a school and a salient feature; an ultra-modern hotel with a frontage to the dam.

Target Market

The project seeks to offer the perfect home for both first time home owners as well as those seeking a tranquil and serene locale away from the hustle and bustle common with most urban developments.

Key features and unique selling points

Key features of the development will include: Pleasant and inviting residential spaces that allow for communal living whilst enjoying the privacy of your compound, modern security systems with CCTV and intercom facilities, green environment with multiple green spaces and surrounding coffee plantations and a salient water feature.

Prize Awards

The top 3 shortlisted name suggestions will be recognized and awarded as follows:

- Winner – Cash Prize of Ksh 10,000
- 1st & 2nd runner's up – Nakumatt Shopping Voucher worth Ksh 3,000 each

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