



**SHELTER AFRIQUE**  
Financing Affordable Housing for Africa

## Terms of Reference

1. Consultant to conduct a Brand Audit and Business Case for Rebranding
2. Consultant to Conduct a Customer Survey

### Introduction

Shelter Afrique (SHAF) is a pan African housing finance and development institution established by African governments to address the need for sustainable housing delivery system and related infrastructure projects in Africa. Shareholders include 44 African countries, the African Development Bank, and the African Re-Insurance Corporation. Shelter-Afrique's mandate is to provide financing by way of debt, quasi-equity and equity to both public and private institutions for housing and urban infrastructure projects in its member countries and to provide advisory services. More information can be obtained from our website: [www.shelterafrique.org](http://www.shelterafrique.org)

### 1. Rebranding

The need for the brand audit is borne out of the new strategic vision and mission of the organisation. In 2017 The Board of Directors and the Member Countries approved a new strategic direction for The Company. The Company's vision is to be the provider of decent and affordable homes for all Africans.

SHAF seeks to engage the services of a firm to conduct an extensive Brand Audit and Survey and to present the findings in a business case to the 40th Annual General Assembly to approve the Rebranding project. Interested parties can find out more information at <https://www.shelterafrique.org/en/tenders>

### 2. Customer Satisfaction Survey

SHAF seeks to engage the services of a firm to conduct an extensive Customer Satisfaction Survey and to present the findings in a report that will assist SHAF shape benchmark its performance. The successful firm will be expected to carry out a customer survey, engaging and interviewing our clients, the successful firm will also be responsible for reporting the findings in a concise, articulated, bi-lingual and engaging fashion. A more detailed version of the tasks is expected in the submission made by prospective consultants/firms. Interested parties can find out more information at <https://www.shelterafrique.org/en/tenders>

Firms which have demonstrable experience in both are encouraged to apply for both services indicating the separation in methodology, budget and delivery.