

30 July 2024

To Whom It May Concern,

I am writing to express our heartfelt appreciation and strong recommendation for nFold, whose unwavering support and expertise have been instrumental in the development and success of Afrirent's marketing department.

From the initial stages of planning through to strategic implementation and day-to-day operations, nFold has consistently demonstrated exceptional professionalism, insight, and collaborative spirit. Their dedication to our project has been commendable, and their contributions have significantly impacted our growth.

Some key areas where nFold's impact was notably significant include:

**Single Service Aggregator:** nFold acted as a single service aggregator, providing a 12-month prioritised marketing approach that unified our marketing, business development, and internal communication activities. This approach facilitated the seamless integration and execution of our strategies.

**Design, Build, Operate & Transfer (DBOT) Model:** nFold effectively designed our brand strategy and Marcom plan, built the necessary structures and partnerships, operated the strategy to stabilise the environment, and transferred the operations seamlessly to our marketing manager.

**Accelerated Integrated Marketing & Communication Plan:** They designed a comprehensive Marcom plan, built the project plan, reporting mechanisms, and partnerships, operated and stabilised the environment, and transferred the operations to our internal marketing manager for continued success.

**Brand Strategy:** nFold developed and implemented a brand strategy that unified and simplified our go-to-market approach.

**Unified Workstreams:** Their approach unified various workstreams, ensuring cohesive and efficient execution of our marketing strategies.

nFold's strategic planning, project management, and implementation have been essential in achieving our business goals. Their approach, which covers internal programs, media relations, branding, and customer initiatives, enabled us to achieve significant milestones.

Thanks to the strong foundation nFold established, we now feel confident managing the department independently.

We highly recommend nFold to organisations seeking a reliable, effective partner to elevate their business.

Sincerely



**Eric Njuguna**  
Programme Manager