

PROPOSAL: [PROJECT OR SERVICE NAME]

Prepared for [Client Company] by [Your Company] • [DD Month YYYY] • Ref. [PRO-0001]

1. SUMMARY

[Two or three sentences: the client's goal, what you propose, the main result they can expect, and the total investment. Write it last.]

2. YOUR NEEDS

From our conversation on [date], we understand that [Client Company] wants to [goal, e.g. cut order-processing time by half before the holiday season]. The main challenges are:

- [Challenge 1, in the client's own words]
- [Challenge 2]
- [Challenge 3]

3. OUR PROPOSED SOLUTION

We will [describe the approach in plain language]. This addresses each challenge above by [link each part of the solution to a challenge].

Expected results: [measurable outcomes, e.g. orders processed in 2 hours instead of 6].

4. SCOPE AND DELIVERABLES

Included: [deliverable 1]; [deliverable 2]; [deliverable 3].

Not included: [items out of scope, so there are no surprises later].

5. TIMELINE

Phase	What happens	Duration
1. Discovery	[Workshops, requirements, plan sign-off]	[1 week]
2. Delivery	[Main work, with a review at the mid-point]	[4 weeks]
3. Launch and support	[Go-live, training, 30 days of support]	[1 week]

6. INVESTMENT

Item	Price
[Phase or package 1]	[amount]
[Phase or package 2]	[amount]
[Optional add-on]	[amount]
TOTAL (excluding tax)	[amount]

Payment terms: [40%] on acceptance, [40%] at mid-point, [20%] on completion. Prices valid until [date].

7. WHY [YOUR COMPANY]

- [Relevant experience, e.g. 40+ similar projects for retailers]
- [Proof: a short client result or testimonial]
- [What makes you different: speed, guarantee, local support]

8. NEXT STEPS

To go ahead, sign below and return this proposal by [date]. We will schedule the kick-off within [3] working days. Questions: [Name], [phone], [email].

ACCEPTED FOR THE CLIENT

Signature: _____
Name: _____
Date: _____

FOR [YOUR COMPANY]

Signature: _____
Name: [Your Name], [Title]
Date: _____