

PROPOSAL

Prepared For:

[Client Name & Company]

Prepared By:

[Your Name & Company] [Date]

Logo Here

**Company info**

Use one or two paragraphs to introduce your business, its mission, its unique value proposition, awards, industry breakthroughs, year of founding, and (optional) add photos of your business, founders, or executives.

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# Executive summary

An overview of the proposed solution to the customer’s problem, or proposal created in response to a Request for Proposal (RFP) that describes the main takeaways. If the prospective client was to only read this section, they should be able to get a basic understanding of what will be accomplished.

# Scope of Work

Describes, in detail, the needs and pain points of the client and your company’s proposed solution. Depending on the project, this could be a short list of project phases or a lengthy section indicating exactly **who, what, where,** and **how** you will complete the scope of work.

# Timeline

Timeline or Schedule of Deliverables: How long do you expect the work to take and/or what requirements or expectations does the client have for completion? This section can state a total length of time or be broken down on a detailed task-by-task basis.

|  |
| --- |
| **TASK TIMELINE** |
| Initial research Completed within two weeks |
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# Pricing or Price Estimate

A total cost or cost estimate for the project that also defines the pricing method:

* total cost
* incremental cost or retainer, or
* fixed-rate, such as hourly billing rate)

and indicates whether an up-front deposit is required and what (if any) portion of the cost is non-refundable.



# Conclusion

Thank you for your consideration. If you are ready to get started or have any questions about the proposal please contact (name of contact, and job title, if applicable) at (phone number) or by email at (email address).

**Terms and Conditions (Optional)**

Add any additional details about the proposal’s expiration date and your company’s refund or dispute policies as well as procedures, confidentiality, revisions, contingencies, and

responsibilities that may apply but were not included in the Scope of Work.

# Appendix

Add a table of contents detailing the content of any additional slides/pages added in the appendix section.