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Business Proposal

**Prepared for:**   
Client name & company  
  
**Date:**

**Contact name**

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# Executive summary

The executive summary is a concise overview of your entire business proposal. It provides a high-level summary of the most important points and aims to captivate the reader's interest. New founders are often blocked when they have to write the executive summary. What we do recommend is to write it after you have the other sections detailed, and you will be able to summarize the key details that matter for the prospective buyer:

* Briefly introduce your company and its expertise.
* Clearly state the purpose and objectives of the proposal.
* Summarize the problem statement, proposed solution, and key benefits.
* Highlight the unique selling points or competitive advantages of your solution.
* Include a call to action, encouraging the buyer to continue reading and consider your proposal.

Example

ABC Advertising proposes an integrated marketing campaign for DEF Energy to increase brand awareness and customer acquisitions in the northeast region. Our data-driven approach will deliver an estimated 15% increase in leads and 10% increase in sales within the first year.

# Problem Statement:

The problem statement section identifies and articulates the specific issue or challenge that your proposal aims to address. It establishes the context and importance of your proposed solution. The easiest way to write the problem statement is to list the issues that the client provided and develop around them in the following way:

* Clearly define the problem or challenge faced by the client or industry.
* Provide relevant data, statistics, or examples to support the existence and impact of the problem.
* Discuss the implications of the problem on the client's goals, performance, or bottom line.
* Demonstrate your understanding of the problem and its complexity.
* Conclude the problem statement by emphasizing the need for a solution.

Example:

DEF Energy needs to expand its market share in the competitive northeast region. Research shows brand awareness is low compared to competitors at just 30%. Current lead generation efforts produce only 100 monthly leads with a 15% conversion rate. DEF needs an effective strategy and expert execution to strengthen branding, generate more leads, and increase conversions.

# Proposed Solution:

The proposed solution section outlines your approach and strategies for solving the identified problem. It highlights the value and benefits that your solution will bring to the client. As a recommendation for your business proposal, we do recommend tackling the following checkboxes:

* Present your solution as a direct response to the problem statement.
* Outline the key features and components of your solution.
* Explain how your solution addresses the client's specific needs and objectives.
* Highlight the unique aspects or innovative elements of your solution.
* Clearly articulate the benefits and advantages the client will gain from implementing your solution.
* Support your proposal with case studies, success stories, or testimonials, if available.

Example:

ABC will design an integrated marketing campaign focused on digital marketing, social media marketing, and traditional media in the northeast region. Tactics will include:

* Search engine optimization and pay-per-click ads
* Targeted social media advertising on Facebook and Instagram
* Print and radio ads in CT, NY and NJ
* Direct mail campaign
* Email marketing nurturing program
* Comprehensive tracking and optimization

# Pricing Information:

Provide a detailed breakdown of costs associated with your solution. This should be clear and transparent.

**Cost Estimate**

ABC proposes a fixed budget of $450,000 to cover all campaign execution, production, and labor costs. Monthly installments of $37,500 will be billed to DEF. Media buying fees will be billed at a pre-approved rate.

**Expected Outcomes**

We estimate this integrated campaign can deliver:

* 15% increase in qualified leads per month (115 leads)
* 10% increase in conversions (16 sales per month)
* Double website visitors and 5x social media engagement

# Company Overview:

Include information about your company, your accomplishments, credentials, and team, and why you're a good fit for this project. This section will help to build credibility.

Example:

ABC Advertising is award-winning agency with 15 years experience designing results-driven marketing campaigns for energy companies including GHI Power and JKL Solar. Our team of 50 marketing experts has the skills and expertise to execute this campaign. Our qualifications include:

* Extensive Industry Expertise: We have a solid track record of working with clients in the energy sector, delivering successful marketing campaigns that have generated tangible results.
* Skilled Team: Our team comprises experienced marketing professionals with expertise in digital marketing, content creation, SEO, social media management, and campaign analysis.
* Proven Results: We have achieved significant milestones in enhancing brand visibility, driving lead generation, and increasing client engagement. Case studies showcasing successful campaigns are available in the attached Portfolio document.
* Client Testimonials: Our satisfied clients have consistently praised our dedication, creativity, and ability to deliver results. References from previous clients are available upon request.

# Timeline and Milestones:

Recap the main points of your proposal and reiterate why it presents a compelling opportunity.

The timeline section outlines the proposed schedule or timeline for the project's completion, indicating key milestones and deliverables.

In this section, you should focus on the following elements:

* Present a detailed timeline, breaking down the project into phases or stages.
* Specify start and end dates for each phase, along with key milestones and deliverables.
* Include dependencies or critical path items that may impact the overall timeline.
* Indicate any contingencies or buffers for potential delays or unforeseen circumstances.
* Communicate the project's overall duration and highlight any time-sensitive aspects.

Example:

We understand the importance of timely execution in meeting DEF Energy's marketing objectives. The proposed timeline for the marketing campaign is as follows:

* Phase 1: Campaign Planning and Strategy Development (Month 1)
* Phase 2: Content Creation and Design (Months 2-3)
* Phase 3: Campaign Launch and Execution (Months 4-6)
* Phase 4: Performance Monitoring and Optimization (Ongoing)

Milestones will be established for each phase to ensure progress and alignment with the overall campaign timeline. Detailed timelines and specific milestones are provided in the attached Timeline document.

# Terms and Conditions

This section outlines the legal and contractual terms under which the proposed project will be executed.

When speaking about terms, they are important, especially regarding legal aspects. This is why we recommend addressing the following aspects:

* Specify the scope of work, clearly defining what is included and excluded from the proposal.
* Include any warranties or guarantees related to the project or deliverables.
* Address intellectual property rights and ownership of work produced under the project.
* Outline any limitations of liability or indemnification clauses to protect both parties.
* Include any termination or dispute resolution procedures.

Example:

To establish a clear understanding between ABC Advertising and DEF Energy, the following terms and conditions govern our partnership:

* Scope of Work: The scope of work includes the services and deliverables outlined in the attached Proposal document. Any additional services or changes to the scope will be addressed through a separate written agreement.
* Intellectual Property: All intellectual property rights for creative materials developed by ABC Advertising during the campaign will be transferred to DEF Energy upon receipt of full payment.
* Limitation of Liability: ABC Advertising's liability is limited to the fees paid for the services provided. We cannot be held responsible for any indirect, consequential, or incidental damages.
* Termination: Either party may terminate the agreement in writing with a notice period of 30 days. Any fees due up until the termination date will be invoiced and payable.
* Confidentiality: ABC Advertising will treat all information shared by DEF Energy as confidential and will not disclose it to third parties without prior consent.

# Acceptance

The acceptance section indicates how the client can accept the proposal, solidifying the commitment to move forward.

The acceptance is usually a page where contractual aspects get validated as follows:

* Clearly state the acceptance process, whether it's through written confirmation, signing a contract, or other means.
* Specify any deadlines or expiration dates for accepting the proposal.
* Provide contact information for the responsible party to facilitate acceptance.
* Include any specific instructions or requirements for acceptance.

Example:

To proceed with this marketing campaign, DEF Energy is kindly requested to provide written acceptance of this proposal. Upon acceptance, we will initiate the onboarding process and ensure a seamless transition to begin the campaign.

|  |  |
| --- | --- |
| Signature  **Project Client**  Name Surname | Signature  **Project Sponsor**  Name Surname |

Please sign and return a copy of this proposal by [date] to confirm your acceptance of our terms and intentions to proceed.

# Appendix (optional):

The appendix section serves as a supplementary section where additional supporting documents or information can be included. As a good practice, you can organize the appendix with clear headings or tabs for easy reference.

Within the appendix, the proposers usually add:

* Attach any relevant documents, such as resumes, project samples, licenses, permits, or legal agreements.
* Include financial statements, market or SWOT analysis, references, or other supporting materials that enhance your proposal's credibility.

Example:

The appendix section includes supporting documents that provide additional information regarding ABC Advertising's capabilities and relevant materials, including:

* Cost Estimate: Detailed breakdown of the costs associated with the marketing campaign.
* Portfolio: Case studies and examples of successful campaigns.
* Timeline: Detailed timeline and milestones for the proposed marketing campaign.
* References: Contact information for client references and testimonials.