

# BUSINESS PROPOSAL



PREPARED BY :

**YOUR COMPANY**

PREPARED FOR :

**PROSPECT NAME**

2ND MAY, 2022

[WWW.YOURCOMPANYURL.COM](http://WWW.YOURCOMPANYURL.COM)

# EXECUTIVE SUMMARY

Summarize your business and the products or services you provide.

The executive summary should be concise, about one to two pages long, depending on how much information you need to convey. It will likely be one of the first things people read, so make sure it's enticing enough to capture their interest and get them invested in what follows.

This section is not mandatory for proposals, but it is important because it introduces the reader to your company, give them some context for the proposal, and possibly piques their interest.

It's not a comprehensive outline of everything you'll be discussing.

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## **1.0 Executive Summary**

## **2.0 Problem Statement**

## **3.0 Proposed Solution**

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- 2.The Benefit
- 3.Methodology
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## **4.0 Cost Summary**

1. Cost
2. Payment

## **5.0 About Us**

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# PROBLEM STATEMENT



Use this section to very loosely discuss the problem/issue the client is facing. Show the client that you understand their needs and fully grasp the issue they are trying to resolve.

This section describes exactly what issue or opportunity exists in the world that has prompted you to respond with this proposal.

# PROPOSED SOLUTION

Describe exactly how you'll solve whatever problem was described above, or take advantage of whatever opportunity was described above, and typically why these proposed solutions make sense based on both logic-based reasoning as well as research and data.

Use this section to clearly and concisely summarize your methodology, qualifications, and (if necessary) your schedule and benchmarks.

## **METHODOLOGY**

Use this section to show your potential client how you intend to tackle their problem. Layout the steps you intend to follow in order to carry out your plan. Details are important here, as is clear, concise, jargon-free writing. Don't overdo this section; after all, you want your reader to get a very clear sense of your plan.

## **PROJECT TIMELINE**

Explain how long you expect the proposed project to take, or when deliverables will be made. Make sure you're on the same page as the prospective client so that if you win their business, both you and the client stay positive and satisfied throughout the process.

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# COST SUMMARY

Use this section to state your costs, including optional items, which will result in the overall cost of the project.

Table: Expenses

## **Project Expenses**

Expense 1 \$0

Expense 2 \$0

Expense 3 \$0

Expense 4 \$0

Expense 5 \$0

Expense 6 \$0

Total Project Expenses \$0

## Overhead / Misc. Expenses

Labor estimate \$0

Other Current Assets \$0

Long-term Assets \$0

Total Misc. Expenses \$0

**Total Cost** \$0

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# ABOUT US

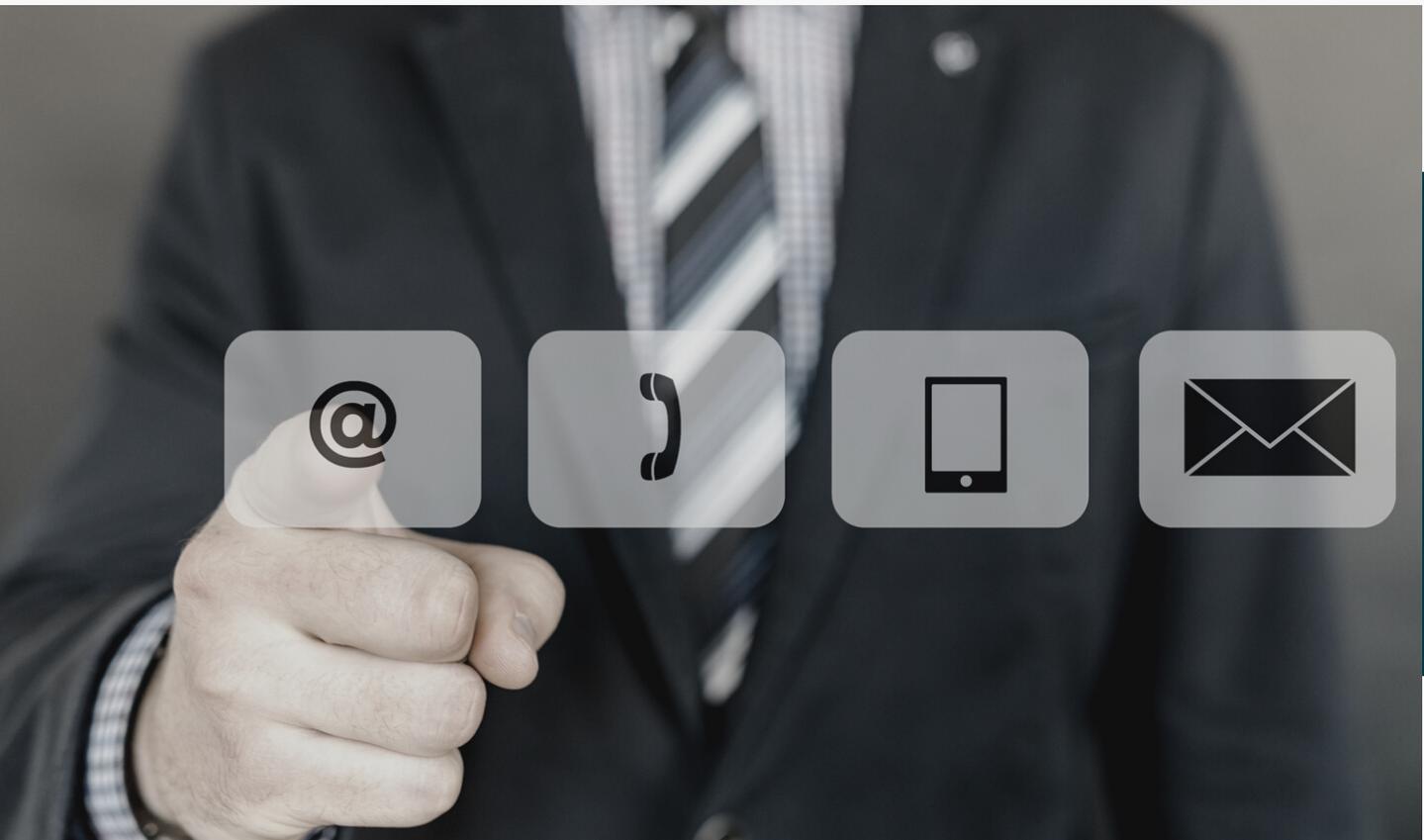
This section should lay out the qualifications, specializations, and experience of key people who will be involved in bringing the project to life.

Include a brief bio for each team member that includes past projects they've worked on that are relevant to this project. Emphasize their involvement in this project and their role in it.

If you have high-profile clients or investors backing your venture, don't forget to mention them here!

# CONTACT DETAILS

WE LOOK FORWARD TO WORKING  
WITH YOU



## CONTACT DETAILS

ADDRESS:

EMAIL ADDRESS:

PHONE NUMBER: