

YOUR LOGO

<Enter name of provider>

<Enter type of> Proposal

The following proposal is for <ENTER PRODUCT/SERVICE>

The Challenge: What Our Client Needs

- <Who is the client? (answer in 1-2 lines)>
- <Describe the product/service that the client is seeking (answer in 1-2 lines)>
- <What does the client hope to gain from the service/product? (answer in 1-2 lines)>
- <List 3-5 resources that the client has found inspiring and appealing, and explain why. Include images and links as needed>
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<ENTER WEBSITE ADDRESS>



<ENTER EMAIL ADDRESS>



+1 555-555-55555

YOUR LOGO

Our Proposed Solution

<Explain the product/service as a solution to the client's challenge.>

<Explain the product/service as a solution to the client's challenge.>

<Explain the product/service as a solution to the client's challenge.>

<Explain the product/service as a solution to the client's challenge.>

<Add images/drafts/sketches here>

This solution will require the following resources:

- <List the most essential, or costly materials, services, outsourced services, software, etc.; add a brief explanation as to how the project will benefit from each.>
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Our Proposed Schedule

Please note: all dates are estimated in number of days having received all materials necessary to begin the proposed project.

Deliverable	Number of days	Process
Name of deliverable	4 days	Add notes on process
Name of deliverable	8 days	Add notes on process
Name of deliverable	8 days	Add notes on process
Name of deliverable	12 days	Add notes on process
Name of deliverable	14 days	Add notes on process
Name of deliverable	16 days	Add notes on process
Name of deliverable	18 days	Add notes on process
Name of deliverable	20 days	Add notes on process
Name of deliverable	22 days	Add notes on process
Name of deliverable	30 days	Add notes on process



Our Quote

The following is an estimated price quote for the proposed project, intended for <Enter Name of Client>.

Date of quote: <dd/mm/yyyy>

Product/Service	Estimated cost in <Enter Name of Currency>
Name of deliverable	<Enter Amount>
Name of deliverable	<Enter Amount>
Name of deliverable	<Enter Amount>
Name of deliverable	<Enter Amount>
Name of deliverable	<Enter Amount>
Name of deliverable	<Enter Amount>
Name of deliverable	<Enter Amount>
Name of deliverable	<Enter Amount>
Name of deliverable	<Enter Amount>
Name of deliverable	<Enter Amount>
TOTAL	<ENTER TOTAL>



Our Payment Terms

<Enter payment methods, terms and dates here>

YOUR LOGO

Please feel free to contact us

Should you have any questions, need clarifications, or would just like to discuss the ideas, Please feel free to contact us directly:

<Enter Your Name or Name of Consultant>

<Enter Your Phone number>

<Enter Your Email>

Who We Are

<Explain your expertise and experience in 5-7 lines>

Among Our Clients

<List names or place logos of previous clients>

EXAMPLE OF COMPLETED WORK PROPOSAL



Web Design Proposal

The following proposal is for Big Beast Brews & Beverages Ltd.

The Challenge: What Our Client Needs

- Big Beast Brews & Beverages is an award winning micro brewery looking to launch its latest product, Belligerent Badger Brew.
- The client is looking to create a new landing page for their product that will include updates from their launch campaign, special offers, contests and social network “challenges”.
The client would also like an informative product page, including video and reviews.
- The client would like the product page to be evergreen. the goal of the landing page is to become a hub to focus the entire campaign concept. The client would hopes that it will become an online hangout were people can socialize and have fun.
- The client has cited movies such as “Animal House”, “Old School” and “Super Bad”.
Sites that they have found inspiring:
<https://matsos.com.au/>
<https://www.camdentownbrewery.com/>
<https://www.oskarblues.com/>

Designs must include a beligerant bager.
Similar to the Looney Toons character “Yosemite Sam”.



Our Proposed Solution

- We propose an interactive page, that will include all of the features specified by the client.
- To add greater levels of interactivity, we propose 3 games that could appear (or using a link to off site games) these games should appeal bar/pub culture, drinking games, and all must feature the badger character in some way.
- For this it be aesthetically alluring and practical, we suggest outsourcing the design of the badger character and animation to an animator that has worked with us on several projects.
We would also like to consider giving the character, and have him randomly shout harmless abuse (e.g. as would Looney Tunes characters) at the users.
- The product page will carry some of the zany appeal of the landing page, however, it must also have a formal feel, as this product is hoping to enter beer tasting competitions world wide.



This solution will require the following resources:

- Approved color scheme and font selection.
- Use of the Client's official branding kit (Logos, fonts, colours, etc.)
- Approved design of the landing page.
Approved content for the landing page.
- Approved design of product page
Approved content for product page
- Professional images of the product and the brewery.
Professional images of people in groups with the product (party, beach, home)
- Approved design of Badger character.
Animation of badger character
- 3 Approved Game concepts
Approved game designs
- Specialist code for links to live feeds from social media



Our Proposed Schedule

Please note: all dates are estimated in number of days having received all materials necessary to begin the proposed project.

Deliverable	Number of days	Process
First draft of landing and product pages	4 days	In house
First draft of badger character	4 days	Outsourced
First draft of games	8 days	Outsourced
Second draft of landing and product pages	12 days	In house
Animation test for badger character	14 days	Outsourced
Beta version of landing and product pages	16 days	In house
Beta versions of games	18 days	Outsourced
Testing	20 days	In house
Official launch of completed site	24 days	In house
Corrections and tweaks	50 days	In house



Our Quote

The following is an estimated price quote for the proposed project, intended for Big Beast Brews & Beverages Ltd..

Date of quote: 01/04/2020

Product/Service	Estimated cost in US \$
Landing page + Social feeds	580.00
3 games	2100.00
Product page	240.00
Character design animation	3200.00
Training staff	120.00
TOTAL	\$ 6,240.00

Our Payment Terms

We accept payment of 30% upon beginning of work.

A further 50% to be paid up to 10 work days after the official launch of the site.

The remainder of the fees to be paid 10 work days after the final round of debugging and tweaking.



Please feel free to contact us

Should you have any questions, need clarifications, or would just like to discuss the ideas, Please feel free to contact us directly:

Simon Shocket, CES (Cheif Executive Schmoozer)

+5 555 55-555555 (ext. 5#)

simon.ces@ubg.com

Who We Are

Lorem ipsum dolor sit amet, ut has amet phaedrum mediocritatem, eruditi saperet ex nec. Cu sit suscipit comprehensam mediocritatem, eu mei nobis delenit constituam. Tritani definiebas an per.

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Please click here to view a [brief sample of our portfolio](#).

Among Our Clients