NAMES OF KEY TEAM MEMEBERS

CLIENT NAME

BUSINESS PROPOSAL TITLE IF APPLICABLE

BUSINESS PROPOSAL

YOUR BUSINESS SLOGAN OR TAGLINE

YOUR BUSINESS NAME

LOGO

DATE OF SUBMISSION

Contents

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# About Us

*This section should contain a short summary of your business and what you do. You can include values, mission, and vision statements here if you wish. But a general summary that showcases your ability to deliver on the proposal works fine.*

# The Task at Hand

*Begin by outlining your understanding of the problem are you trying to solve. Be clear and specific in your problem statement. Show research using statistics and facts if possible. The more clarity and data you use, the more likely it is for your potential client to believe that you have an obvious understanding of their business and industry and that you are equipped to solve their problems.*

# Our Proposed Solution

*Use this section to outline how you plan to solve their problems. Again, be specific. Detail the services or tasks you plan to execute and the outcomes they can expect in line with their problems. Include details about your qualifications and expertise that make you suited to the task of solving their problems.*

*The table below might help you present your thoughts clearly:*

|  |  |  |  |
| --- | --- | --- | --- |
| *Service* | *Requirements* | *Steps* | *Outcome* |
| *e.g. ERT Customer Care Packages* | *Package payment, client’s contact list* | *Calls from client’s pool of contacts; calls to potential clients not in pool of contacts; outbound and inbound calls to generate brand awareness* | *50 new interested prospects; feedback and in depth advisory report* |

# Pricing

*For all the services you mention in the previous section, list the prices. If you have not discussed specific services yet, consider suggesting what you think might best work for their business based on your analysis. Include any discounts. Note any potential additional costs or any probability that prices could change once you start the job. It’s important to keep in mind that you may not know the full extent of their problems before you sign on officially and begin. Consider how unforeseen factors may lead to a change of price.*

*You may insert a copy of your quote here to make it more official. Alternatively, you can use a table like the one below to list your prices.*

|  |  |  |  |
| --- | --- | --- | --- |
| *Service* | *Price* | *Quantity/duration* | *Discounts* |
| *e.g. ERT Customer Care Advanced Package* | *₦100,000* | *1 month* | *15% off for first time clients* |

# Potential Timeline

*Provide key dates for feedback, meetings, submissions, and the overall deadline here. Also include notes on what you need to meet each deadline (funds, staff cooperation, etc.)*

*The chart below may be useful in outlining a clear timeline.*

# Legal Agreement

*Outline in clear language, the terms of this proposal. What do your clients need to be aware of/prepared for legally, while considering your proposal? Summarise what your part will be and your expectations of your client. Note what the overall timeline will be, with specific dates if possible. Include a space for signatures at the bottom of this section to seal the deal. Indicate that each signatory should*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
| ***NAME OF YOU OR YOUR CLIENT***  *Title* |  | ***DATE*** |  | ***NAME OF YOU OR YOUR CLIENT***  *Title* |  | ***DATE*** |