wise

BUSINESS PROPOSAL

COMPANY NAME

CONTACT NAME
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EXECUTIVE SUMMARY

No matter what type of business you run, and where you're pitching your business proposal, you can assume your reader is pressed for time. That's where an executive summary comes in. A good executive summary will introduce your company and sell your goals and visions in a short, concise way. By the end your reader will have no doubt about how you can help them - and will definitely want to keep reading.

Cover the following points:

- Introduce your business and the work you do
- Showcase your unique approach to solving client problems
- Add details of your company goals, vision and mission statement
- Build credibility and social collateral by covering previous successes and clients

Here's an example to consider - remember your executive summary is your first introduction to a client, and should reflect your brand and tone of voice at all times:

[Your Company] is a leading provider of [service/product] to businesses in the [industry or niche name]. With a team of experts boasting extensive experience in the field, we are well placed to help our clients grow and thrive - even in challenging times. By really getting to know our customers, our talented team are able to offer unique and customized solutions backed by data driven analysis and broad research.

As a company we believe in building long lasting client partnerships which help us all grow. To learn more about how our tailor made [service/product] solutions can help your business flourish, read on.

Putting a smile on a customer's face is everything to us. Previous happy clients of [Your Company] include:

- [client 1]
- [client 2]

PROJECT OVERVIEW

This is your chance to show how well you understand your client's pain points - and what you can do to alleviate them. Bear in mind that you may be tackling an issue your client is well aware of - or you may have spotted ways you can support their business that they haven't yet considered yet. Outline the issues you believe your product or service can address within the client's business, using market data and research to illustrate your points where possible.

At this point you can stay quite top level - you'll go into more detail about the specifics in the next section.

Here's an example to consider:

Here's how the unique [product/service] solutions offered by [Your Company] will support your business growth.

We know that the [target market] is facing challenges:

- [outline challenge/pain point 1 using data where possible]
- [outline challenge/pain point 2 using data where possible]

And where there is challenge there is also opportunity:

- [outline opportunities - or how you'll help the reader's business using data where possible]

The customized service we offer is key to making sure your business can achieve optimum growth and outpace the market. Our team will take the time to understand more about your company and align our strategy to your goals for a unique fit. You can expect ongoing support and customer service, with regular performance reviews to allow you to see the impact of our work, and provide opportunities for continuous improvement.

SCOPE OF WORK

By this section you can really zero in on the specific challenges you've identified which may impact your target company. Give details where you can and show your assumptions where necessary.

CHALLENGES AND GOALS

Challenges	Goals and Objectives
Company challenge 1	Identifying target customers
Company challenge 2	Completing market analysis

DELIVERABLES AND TIMELINE

Deliverables	Timeline
Market research and analysis	MM/DD/YYYY
Set up business plan	MM/DD/YYYY
Set up marketing plan	MM/DD/YYYY

COST, PAYMENT, AND LEGAL MATTERS

Below you will find a detailed outline of the proposed pricing, payment schedule and payment terms offered by [Your Company]:

Name	Price	Qty	Subtotal
		Subtotal	$0.00
		Discount	$0.00
		Tax	$0.00
		Total	$0.00

PAYMENT SCHEDULE

Payment amount	Payment Due Date
Payment amount	MM/DD/YYYY

TERMS AND CONDITIONS

By now you've outlined the challenges the reader is facing and how you can help. The final stage is to summarize the overall agreement you're entering into, and close the deal. Once you've reached this stage, you're looking to lock in the client to a legal agreement, so it's very important to make this section thorough, clear and accurate. Get legal advice if you need it, to make sure you've covered all your bases.

Having a concise and digestible terms and conditions leaves less room for misunderstanding at a later stage, so make sure you capture details such as:

- Project timeline and milestones
- Dates for review as needed
- Payment terms, dates and methods

Here's an example to consider - add and edit to make sure your final business proposal covers everything you need for your specific project:

This [product/service] Business Proposal Contract outlines the terms and conditions that govern the contractual agreement between [Your Company] and [client company]. Both [Your Company] and [Client company] agree to be bound by the terms laid out in this Business Proposal Contract.

whereas, the Seller agrees to deliver [product/service]

whereas, the Purchaser agrees to purchase [product/service] according to the terms and conditions laid out in this contract.

Therefore, in consideration of the mutual agreement made by the parties hereto, the Seller and the Purchaser agree to the following:

Insert your terms and conditions here.

AGREEMENT

In signing this document below, [Your Name] and [Client Name] confirm their agreement to the terms and conditions laid out in this business proposal and form a binding contractual agreement beginning on the date of signing.

[Your Company]   [Client Company]

Signature   Signature

Date   Date

[Your Name]   [Client Name]