**Business Proposal**

[Company Name]  
[Brief description of contents]

[Insert logo]

[Date]

[Contact Information]

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# Executive Summary

Use several paragraphs to give a brief summary of your proposal. Quickly explain the problem that you have identified, and how/why your business is able to provide a solution. The other sections will go into more detail, so be concise.

# Problem

Explain the problem that is currently being experienced by the business you are pitching too. In order to make a more compelling argument, try to include statistics and other important data. Instead of saying, “Your business is losing money because of high shipping costs,” say something like, “Shipping currently costs XYZ Inc. 25% per unit.”

The problem may be within the industry in general, or specific to the company. Either way, be careful to demonstrate that it is in fact an issue without belittling the current business operations.

# Proposed Solution

Overview  
Use just a few sentences to summarize your unique solution to the problem that you’ve just identified.

## Methodology

Explain how you plan to implement your solution. In this section, include proprietary tools that you may use and what personnel will be utilized.

## Qualifications

If your business has an official licenses, certifications, or relevant experience that would qualify you to tackle the project in question, be sure to list them here. The purpose of this is to show your potential client that you have the right expertise/skill to complete to the project while adhering to the highest standards.

## Project Benchmarks and Schedule

For the sake of pricing and time management, you should present a schedule with benchmarks that can be used to mark progress. You can use a table like the one below or create your own schedule.

|  |  |  |  |
| --- | --- | --- | --- |
| **Stage** | **Description** | **Start Date** | **End Date** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Many people also list deliverables for each stage in the proposal so that businesses know what to expect as each section is completed.

## Pricing

Include details about your prices for completing the project. This may be calculated using an hourly rate, a flat rate, or a markup of total costs. Including costs in your pricing table will help to show why your rate makes sense.

Pricing structures can vary widely based on what industry you are in, so do your homework and find out what the standard structure for your industry is.

## Payment

To ensure that there is no misunderstanding about how and when your fees must be paid, explain what the payment deadlines are and what methods can be used to pay your bill (cash, cheque, bank transfer, etc.).