

● **Cover Letter**

From,

\_\_\_\_\_

\_\_\_\_\_

Date: (date on which letter is written)

To,

\_\_\_\_\_

\_\_\_\_\_

Sub: \_\_\_\_\_

Dear \_\_\_\_\_,

Greetings from \_\_\_\_\_, we are \_\_\_\_\_ and excited to submit our proposal for obtaining a chance to provide our services for \_\_\_\_\_ for your company \_\_\_\_\_. We have the team of \_\_\_\_\_. We provide these services from \_\_\_\_\_ till date. Please follow our website \_\_\_\_\_ to know more about our services.

We hope you will consider our proposals with the highest regard. Our services set us apart from other service providers. So, you will not take a chance to miss our services. Please feel free to contact us to clear your doubts. We are set to answer any of your questions. Waiting for your positive reply.

Thanking you in advance.

Best Regards,

(\_\_\_\_\_)

● **Executive Summary**

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

<b>Company</b>	Company Name Here
<b>Project</b>	Project Name Here
<b>Preparer</b>	Name of Person Who Prepared Executive Summary
<b>Contact</b>	Address, Phone, Email of Preparer

• **Company Background and Portfolio**

<b>Business Name</b>	
<b>Company Mission Statement</b>	

<b>Company Philosophy/ Values</b>	
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<b>Company Vision</b>	
<b>Goals &amp; Milestones</b>	
<b>Target Market</b>  <b>Industry/ Competitors</b>	
<b>Legal Structure/ Ownership</b>	

● **Planning and Strategy - Solutioning**

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. 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]

• **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

• **Pricing/Payment**

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

• **Terms and Conditions**

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

Here 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]