

Sample Business Proposals



CD-ROM Marketing Materials Creation Proposal

Scroll down to see the rest of this truncated sample.

When purchased, the complete sample is 9 pages long and was written using these Proposal Pack templates:

SCROLL
DOWN



Inquiry Letter, Title Page, Table of Contents, Executive Summary, Cost Summary, Client Operations, Project Summary, Qualifications, Company History



This sample proposal was created using **Proposal Pack Multimedia #1**. For only \$67 you **get the entire collection of sample proposals (including this one) plus hundreds of editable templates** for creating an unlimited variety of custom proposals.

▶ [Purchase Proposal Pack Multimedia #1](#) for only \$67.

The sample below **DOES NOT** include all of the content. The complete version is included in every Proposal Pack product and must be purchased to see the rest of the material.

Read this article to help you create a winning proposal using your Proposal Pack and this sample: [HOW TO WRITE AN INFORMATION TECHNOLOGY BUSINESS PROPOSAL](#)

Your proposal and quote could be just a couple pages long or over a hundred pages long depending on your needs, **all created with one affordable Proposal Pack**.

*** PDF samples are not editable. You MUST buy a \$67 Proposal Pack for the editable templates.

Autumn Stevens
Owner
Leaping Lizards
PO Box 376
Eastsound, WA 98076

Dear Ms. Stevens,

Thank you for taking the time to meet with me this week. I enjoyed discussing the history and goals of Leaping Lizards. Your company has made tremendous strides toward growth these past 7 years and I believe D2 Creations can help to take you to your next level of successful growth.

I have included our proposal for creating your CD-ROM Marketing Materials and Web Presence. The timeline for creation can easily meet your desired launch date.

As you know, D2 Creations are specialists in creating CD-ROM presentations and IPIX Virtual tours in the graphic design industry. Since our system is already in place to create exactly what you need based on our discussions, we will be able to have your custom presentation created and mass produced for your distribution needs well before your deadlines.

The cost summary is based on current pricing available for your CD-ROM media and is valid for the next 14 days. The production schedule is based on a July 24 start date.

I look forward to working with you.

Sincerely,

Susan Wood
Director- Creative Solutions
D2 Creations
425-740-8479
Susan@D2Creations.com
www.D2Creations.com



D2 Creations
12216 NE 131st Way Suite
100

Kirkland, WA 98034

(PH) 425-555-8478
(FX) 425-555-8479
www.D2Creations.com

Interactive Marketing Mini CD-ROM

Prepared for: Autumn Stevens
Owner

Prepared by: Susan Wood
Director- Creative Solutions

Description

D2 Creations plans to create a cutting edge interactive marketing mini CD-ROM that will utilize a virtual reality tour of the Brick and Mortar store incorporated with an e-commerce store that will allow customers more assistance in picking and coordinating specialty items, ordering products not normally carried in store, and offering free personalized shopping.



Table of Contents

Executive Summary	2
Client Operations.....	3
Cost Summary	4
Project Summary	5
Qualifications.....	6
Company History	7





Executive Summary

The Objective...

Leaping Lizards is a unique specialty retail store. Expansion is the primary objective.

- ◆ Cutting edge marketing materials that will promote the launch of the new Leaping Lizards web site.
- ◆ Develop the ability to track Marketing effectiveness.
- ◆ Expand the current customer base and increase market share.

The Opportunity...

Leaping Lizards has a unique opportunity to use a custom designed multi media presentation that will promote a virtual tour of products and services available. Personal setting through the web is usually difficult at best, but this will allow customers to feel the personal touch no matter where they are shopping from.

- ◆ Drive new and repeat business to the website and the Brick and Mortar locations.
- ◆ Reduce costs of Marketing materials by using the Internet as the primary source of marketing material.
- ◆ Incorporate the look and feel of the Brick and Mortar stores into the web presence with virtual imagery.

The Solution...

D2 Creations specializes in Graphic Design and Web Development that helps businesses grow and expand market share. We have created virtual tours for many Brick and Mortar stores and new Web Presences for many of the Fortune 1000.

- ◆ D2 Creations will create a multimedia CD-ROM for Leaping Lizards incorporating a full store virtual IPIX tour and will be produced on a 45 mb business card CD-ROM for use with Windows compatible computers.
- ◆ The CD-ROM will include the APT tracking system allowing Leaping Lizards to track the results of how the CD-ROM is being utilized by prospective and current customers. This includes real time usage reports and extensive monthly statistics reports.
- ◆ The CD-ROM will include creation of all cover art work, replication of 5000 copies inserted in vinyl sleeves, 10 second Flash animation introduction, Enterprise tracking features, custom background and graphics, a Brick and Mortar virtual tour shot by the D2 Creations staff at your location and 5 pages of brochure type information.



 **Client Operations**

Leaping Lizards started business in 1987 as a small retailer located on a tourist island just north of Seattle, Washington.

The retail space has grown from 800 square feet to just over 2200 square feet today. The staff has also grown from the original 3 to 9 today with the ability to add many telecommuters as needed.

Located in the heart of the retail district for the island in a town called Eastsound, Leaping Lizards has enjoyed a successful tourist season business. Tourist season encompasses only 10 weeks out of the year, and Leaping Lizards sees 80% of its sales during this time period. This is the driving force for a new method of selling to customers for sales to grow any further. It is this disproportion of sales volume that will force and allow Leaping Lizards to grow into the cyber world of e-commerce.

With a web presence in addition to the Brick and Mortar location, Leaping Lizards can expect to see a growth in sales between 500-800% in the first 6 months. Marketing of the new Leaping Lizards web site will be crucial to the success of this expansion.





S A M P L E

This sample has been truncated to only show the first few pages. The complete version of this sample is included with any Proposal Kit or Proposal Pack at:

<http://www.proposalkit.com/htm/products.htm>