

# Sample Business Proposals



## Micro PowerPoint Project Proposal

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## **PowerPoint Presentation Development**

Prepared for: Andrew Nichols  
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### **Description**

A custom built PowerPoint presentation for Apex Generation to use to support their sales staff, which can be easily updated and maintained by Apex Generation staff on an ongoing basis.



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Proposal Number: 2293-322



# Executive Summary

## The Objective...

Apex Generation desires the creation of a sales tool that can be easily maintained and adapted for their sales force on an ongoing basis.

- A complete “templated” version of their existing sales framework.
- A way for employees to be able to easily update & adapt the sales presentation so that it can be kept current and up to date.

## The Opportunity...

Apex Generation makes extensive use of a number of PowerPoint presentations. Their sales force is already intimately familiar with their functionality and use, and is comfortable manipulating PowerPoint files to customize for a client on a moment’s notice.

- Consolidate a number of existing Apex Generation PowerPoint files into one larger master template which can be used throughout the company to accurately reflect Apex Generation’s brand and best practices.
- Create a quick multimedia front end, which will serve as the default for Apex Generation Presentations.

## The Solution...

Florentine Design Group has extensive experience preparing multimedia presentations. Our product line, available at <http://www.templatekit.com>, was designed especially for companies who would like to polish their existing multimedia material. Combined with our Template Kit resources, we will help you custom design your presentation with the following recommendations:

- We will consolidate your existing presentations into a larger master template, as well as create libraries of graphics & multimedia elements common to Apex Generation Presentations, thereby making them more accessible (and ready for use) to your staff & employees.
- We will create a Flash front end for your presentations, which will serve as a starting point for any slideshow. The multimedia front end will loop until the presentation begins, subtly displaying the Apex Generation Brand. The front-end multimedia is ultimately designed to serve the Apex Generation need of a tradeshow piece they can display at booths & conferences, when they are between presentations.



# S A M P L E

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