

Sample Business Proposals



Product Sale Sample Proposal

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Cover Letter, Title Page, Cost Summary, Market and Audience, Marketing Plan, Company History



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Braedan James
Owner
Washington Specialties
1325 Minor Avenue
Seattle, WA 98101

Dear Mr. James,

Thank you for taking the time to meet with me this week. I enjoyed discussing the history and goals of Space City Meals. Washington Specialties has made tremendous strides towards growth these past 7 years and I believe the addition of Space City Meals to your product line can help to take you to your next level of successful growth.

I have included our proposal for a standard product assortment that should fit your short term needs. Obviously moving forward we will want to increase the product assortment, quantity and delivery schedule to fit the individual needs of each of your store locations. Delivery of the initial order can easily meet your desired launch date of June 1. Your first delivery will be made on May 15 to your central distribution center in Seattle, Washington. Future deliveries will be individually store shipped and arrive on individual schedules as you determine.

As you know, Space City Meals are specialists in creating unique food products that capitalize on the Seattle Space Needle landmark. Since our product delivery system is already in place, it is easy for us to deliver exactly what you need based on our discussions and we will be able to have your custom promotional materials and signage ready to meet your distribution needs well before your deadlines.

The cost summary is based on current pricing available for your standard product mix as selected and is valid for the next 30 days. The production schedule is based on a May 15 first delivery date.

I look forward to working with you.

Sincerely,

Jayden Cutter

Jayden Cutter
VP Business Development
Space City Meals
206-555-7639
Jayden@SpaceCityMeals.com
www.SpaceCityMeals.com



Cost Summary

Initial Assortment Product Cost:		Price at 60% Discount off Retail pricing
Standard Product Assortment- 6 store capacity		
Pasta Assortment:	100 units x 6	\$2157.60
Pasta/Rice Assortment:	15 units x 6	\$287.64
Spice Assortment:	140 units x 6	\$1844.64
Soup Mix Assortment:	60 units x 6	\$718.56
Cookbook Assortment:	25 units x 6	\$1079.40
T-shirt Assortment:	100 units x 6	\$2,877.60
Hot Mat Assortment:	15 units x 6	\$179.64
Cutting Boards:	12 units x 6	\$374.11
Apron Assortment:	10 units x 6	\$479.76
Calendar Assortment:	12 units x 6	\$172.51
Total Initial Assortment Product Costs:		\$10,171.46
Miscellaneous Costs:		
Training		No Charge
Marketing & Services Set Up		\$2,500.00
Shipping/Handling- 1 delivery location 10% of base unit cost		\$1017.15
Total Miscellaneous Costs:		\$3,517.15
	TOTAL AMOUNT	\$13,688.61

Standard Disclaimer: The numbers represented above are to be used as an estimate for the projects discussed. The above Cost Summary does in no way constitute a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before being locked in by a binding contract.





Marketing Plan

In order to facilitate creating an environment where sales can take place, the following marketing plan is to be implemented. The target market has been described in the "Market and Audience" section of the proposal.

Planning Process:

Based on our current research, the following plan is implemented on a National level for the benefit of all retailers of the Space City Meals product lines.

Marketing Venues:

Television spots of 15 and 30 seconds during Prime Time Television on all 3 major networks.
Billboard advertising in 15 major US cities.
Radio spots of 15 seconds during evening drive time in 12 major US cities.
Magazine advertising in Better Home and Gardens, Seattle Magazine, Fine Wine and Food, Woman's Day and Gourmet Cooking.

Marketing Budget:

Our current marketing budget is in excess of \$5 million for the current calendar year.

Marketing Time Table:

All marketing campaigns are scheduled directly through our corporate office in Seattle, Washington. Special requests can be made in writing and will be billed at volume discounted market rates based upon approval and availability.

Follow-up Marketing Plan:

Mailing lists are available for Direct Mail campaigns by all of our retail partners. Please call your Corporate Account Executive for more detailed information.





S A M P L E

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