<<CurrentDate>>

<<CustFirst>> <<CustLastName>>
<<CustTitle>>
<<CustCompany>>
<<CustAddress1>>
<<CustAddress2>>
<<CustCity>>, <<CustState>>
<<CustPostalCode>>

Dear <<CustSalutation>> <<CustLastName>>,

<< Every proposal needs a cover letter to introduce yourself or your organization and the information that is enclosed. Briefly describe your intent and why you are submitting the proposal here. If you are responding to a specific advertisement or request for proposal, be sure to mention the ad or RFP by name or identifying code. For example, you might write "The Travis Corporation is pleased to submit this proposal in response to your RFP for digital video editing services posted on the DVED Association's listserve on June 28, 20XX.">>

<< Briefly state your unique selling proposition (USP) that solves the customer's problem and optionally hook them with anything extra you thought of. For example, if you represent a landscaping company, you might write "Why choose our landscape services over others? We've been in business for twelve years and we have hundreds of satisfied customers who will tell you why. See the included Testimonials page to read a few of their opinions." Another example for a company that installs HVAC systems: "You'll find our proposed strategy for updating your HVAC systems to be both economical and ecological—we use only the most modern 'green' techniques for all our projects." >>.

<< If you are including time-sensitive information such as prices or schedules, state how long this proposal will be valid (e.g., "All information included here is guaranteed valid until June 30 of this year") and specify who is the primary contact person between the client and your company (e.g., "For additional information or questions, please contact me at the number or email address listed below">>

<< Add a call to action statement asking the reader to review your attached proposal and approve it. >>

We strongly believe our proposal has been thoroughly outlined and will meet or exceed all of your expectations and requirements. We will call you to schedule a meeting on << Insert Date >>. Thank you for your consideration and for putting your trust in <<Company>>.

Sincerely,

<<FirstName>> <<LastName>>
<<JobTitle>>
<<Company>>
<<WorkPhone>>
<<Email>>
<<Domain>>

Business Plan

<<ProposalTitle>>

Prepared for: <<CustFirst>> <<CustLastName>>
                 <<CustTitle>>

Prepared by: <<FirstName>> <<LastName>>
                 <<JobTitle>>

Table of Contents

Executive Summary

<< An executive summary should present the highlights of your proposal in concise language and should present information in the same order as it appears in your proposal. Some reviewers may not read beyond the executive summary, so ensure that the information you provide is easily understood, sounds attractive to the reviewer, and accurately represents your ideas. Save technical language and detailed information for other pages within your proposal. >>

<< Insert a pull quote here that will be in emphasized text >>

The Objective…

<< Include a purpose statement that covers the problem and the central idea. This shows the reviewer that you have thoughtfully considered the specific issues. Restate the client's needs as determined by reading their RFP or reviewing your previous interview notes. For example, you might write something like "Verix, New Hampshire needs a plan to recycle plastics" or "Alder Grove Academy seeks a study program that will give its students the same science and mathematics training received by students in Japan." >>

- **Need #1:** << Insert need #1 statement here (e.g., "Identify which plastic types can be economically recycled." or "Identify discrepancies between Alder Grove's programs and Japan's programs."). >>

- **Need #2:** << Insert need #2 statement here (e.g., "Create a plan to gather recyclable plastics from residents" or "Create new competitive math and science programs for Alder Grove Academy."). >>

- **Need #3:** << Insert need #3 statement here (e.g., "Create a plan to deliver recyclable plastics to recyclers" or "Implement new math and science programs at Alder Grove Academy."). >>

The Opportunity…

<< Include the major points of analysis and identify the opportunity. Restate the client's goals you identified previously (via RFP, interview, etc.). For example, you might write something like "Recycling plastics will save Verix, NH, over $40,000 per year in garbage costs" or "Improved math and science programs will allow Alder Grove's graduates to better compete with students from Japan." >>

- **Goal #1:** << Insert goal #1 statement here (e.g., "Reduce volume of garbage that cannot be composted" or "Match math education by grade to Japanese programs.") >>

- **Goal #2:** << Insert goal #2 statement here (e.g., "Reduce litter along Verix's roads" or "Match science education by grade to Japanese programs.") >>

- **Goal #3:** << Insert goal #3 statement here (e.g., "Allow Verix to qualify as a Green Community" or "Graduate students who have passed the same math and science exams as graduating Japanese students.") >>

The Solution…

<<Include recommendations for both a solution and the steps required for action. This is one of your chances to include a call to action to recommend to the client what they need to do. Summarize what you are proposing to do and how you are going to do it to meet the goals. The full recommendation page can be added and expanded on. See the Recommendations template. For example, you might write something like "Our company operates a plastic recycling program in Hogan, New Hampshire, only ten miles from Verix, and we can expand our operations to include Verix." or "Our company has expertise in developing education programs both in the U.S. and in Japan, and we can tailor our Japanese math and science programs to meet Alder Grove Academy's needs." >>

- **Recommendation #1:** << Insert recommendation #1 statement (e.g., "Expand plastic collection program to Verix" or "Tailor Japanese math and science programs to Alder Grove Academy's school year and grades."). >>

- **Recommendation #2:** << Insert recommendation #2 statement (e.g., "Educate Verix residents about new plastic recycling requirements" or "Educate instructors and administrators about how to implement the new programs."). >>

- **Recommendation #3:** << Insert recommendation #3 statement (e.g., "Implement new plastics recycling program in Verix" or "Implement new math and science programs in Alder Grove Academy."). >>

Summary

<< Insert an optional summary statement that ties all of the bullet point elements together. >>

Agriculture

<< Use this page to describe any topic that has to do with agriculture. >>

<< Introduce the general topic of agriculture here, and explain its importance in the context of your proposal. For example, you might be discussing how to preserve farmland in an expanding urban zone; describing the practices you will use on your organic farm; or explaining how much income your organization can expect from its investments in agriculture. >>

Overview

<< Insert a general description of the agricultural issue you want to address. You may need to provide some history or other background for your readers. >>

Opportunities

<< Insert a discussion of the opportunities that are relevant at this time. For example, you might want to describe a growing need for organic salad greens for local restaurants, or describe an opportunity to coordinate with another organization or to receive funding to address the issue of runoff pollution from local farms. >>

Issues

<< Insert a discussion of the known difficulties or controversies surrounding this topic. These might include public opinion problems, marketing challenges, issues with competition, etc. >>

Additional Information

<< Add any other important details here about your agricultural topic. >>

Summary

<< Summarize the topic here, refer to other pages as needed to provide details, and if appropriate, ask the reader to take an action, such as voting for your proposal or providing feedback on this topic. >>

Market Demand

<< Use this template to describe the market demand that you have measured or that you predict. The term 'market demand' is generally used to mean the number of consumer purchases during a specific time frame in a specific market, at specific prices and with specific marketing efforts. >>

<< Introduce the topic of market demand here, and explain precisely how you are defining the term for this document. Explain the importance of market demand for your proposal. You may want to describe the marketing efforts made, the time period you're discussing, and the price. Then go on to describe the market demand topics below. You might want to organize by region/distributor, by customer type, by price, by item, or by some other category. >>

- **<< Market Demand Category #1 (e.g., "Northeast Region," "20-30 Year-olds," or "Red Cowboy Boots") >>**

  << Add details here, such as numbers sold, dates of sales, prices, typical consumers, etc. >>

- **<< Market Demand Category #2 >>**

  << Add details here. >>

- **<< Market Demand Category #3 >>**

  << Add details here. >>

- **<< Market Demand Category #4 >>**

  << Add details here. >>

Summary

<< Add a summary statement here if needed. You could explain reasons for these results, describe plans to improve market demand, or anything else that is important for your purpose. >>

🌾 Yield

<< This template could be used in multiple contexts. For most business contexts, it would be about how much of something is produced. In proposals dealing with investments or other financial matters, this topic would concern profits produced by investments or business strategies. For agriculture, yield is always about the quantity of crops produced. In a supply chain or logistics proposal, this topic would be about how many physical items or products can be made available. >>

<< Introduce the topic of yield here and explain its importance in the context of your proposal. Are you proposing a strategy to improve yield? Are you trying to persuade your readers to make changes because of a decreasing yield? Or are you simply providing statistics of yield for further analysis? >>

<< Insert your discussion of yield here. Describe your strategy to improve yield, discuss declining yields and their underlying reasons, or provide historic data for yields over a period of time. >>

Property

<< Use this template to list property. This could be real property (real estate), intellectual property, or personal property (other possessions). >>

<< Introduce the purpose of this page here. For example, you might need to make a list of property for insurance, inventory, or tax purposes. >>

Real Estate

<< List all land and buildings owned. Be sure to provide any necessary details, such as age and value of structures, property identification information used by legal departments, percentage of ownership, etc. >>

Intellectual Property

<< List all copyrights, patents, and trademarks owned. If intellectual property rights are shared with others, be sure to identify the other parties and explain percentages. >>

Personal Property

<< List all possessions, including bank accounts, stocks and bonds, household goods and collectibles, clothing, jewelry, livestock, vehicles, equipment, and so forth. If personal property rights are shared with others, be sure to identify the other parties and explain the ownership agreement. >>

Summary

<< If needed, add a summary statement. For example, you might want to comment on the overall value of the property listed above. >>

Sustainability

The project has been designed to be sustainable beyond the initial funding period.

<< Use the Sustainability template to show a potential lender that the project will not end after the initial funding has been used. Show that you have a growth and support plan for the future. Examples of sustainability are self-funding by generating income, sustainable agriculture, recycling of goods to extend their life cycle, harnessing natural resources (wind, solar), continued external funding, long term upkeep of an object (building, equipment, etc.), ongoing resource/energy consumption of the project, etc. >>

<< If this project has a lifespan beyond what will be initially funded, describe how it will be sustained. Will the project be self-sustaining or funded by other sources? >>

<< Describe the future growth and support plans for the project. Show the potential lender or investor that the project has long-term goals and will not end after the initial funding is gone. Describe the components needed for sustainability that you are planning for, such as income, staffing, equipment and resource availability, community support, federal support, other funding sources, etc. >>

Uses of Funds

<<Company>> requires funding for the completion of the project. Funds are to be used as follows.

<< Describe all the ways funds granted will be used by your company to accomplish the proposed project. Examples might be: hiring staff, upgrading computer systems, conducting studies, etc. >>

- **<< Funding Use #1 >>**

    Amount: << Amount of the funding allocated for this use. >>

    << Describe how funds will be used. >>

    << Describe expected results of this use. >>

- **<< Funding Use #2 >>**

    Amount: << Amount of the funding allocated for this use. >>

    << Describe how funds will be used. >>

    << Describe expected results of this use. >>

- **<< Funding Use #3 >>**

    Amount: << Amount of the funding allocated for this use. >>

    << Describe how funds will be used. >>

    << Describe expected results of this use. >>

Summary

<< Insert an optional summary statement that ties all of the bullet point elements together. >>

Return on Investment

Detailed below is the Return on Investment (ROI) analysis for the project. The costs for the development, operations, and ongoing maintenance of the project vs. the benefits are summarized for a 5-year period.

Description	<<Q-ROIYEAR1>>	<<Q-ROIYEAR2>>	<<Q-ROIYEAR3>>	<<Q-ROIYEAR4>>	<<Q-ROIYEAR5>>
Total Costs	<<Q-ROICOSTY1TOT>>	<<Q-ROICOSTY2TOT>>	<<Q-ROICOSTY3TOT>>	<<Q-ROICOSTY4TOT>>	<<Q-ROICOSTY5TOT>>
Benefits	<<Q-ROIBENY1TOT>>	<<Q-ROIBENY2TOT>>	<<Q-ROIBENY3TOT>>	<<Q-ROIBENY4TOT>>	<<Q-ROIBENY5TOT>>
Net	<<Q-ROINETY1>>	<<Q-ROINETY2>>	<<Q-ROINETY3>>	<<Q-ROINETY4>>	<<Q-ROINETY5>>
Ratio	<<Q-ROIRATIOY1>>	<<Q-ROIRATIOY2>>	<<Q-ROIRATIOY3>>	<<Q-ROIRATIOY4>>	<<Q-ROIRATIOY5>>
ROI	<<Q-ROIROIY1>>	<<Q-ROIROIY2>>	<<Q-ROIROIY3>>	<<Q-ROIROIY4>>	<<Q-ROIROIY5>>

Financial ROI Benefits

As you can see by the chart above, the initial startup cost can be earned back within only a few years. Within ten years, we can easily sustain the farm project, pay back our investors, and make a healthy profit each year. All the profits earned by the farm will stay in the local community, thus supporting local schools and other small businesses.

Non-Financial ROI Benefits

The non-financial benefits of our communal farm project are immeasurable to the <<County>> County community. We will provide healthy organic food for the community, bees that will help pollinate nearby crops, and educational and recreational opportunities.

About Us

<< Insert information about your company history here. >>.

<< Insert your mission statement here. >>

<< Insert your unique selling proposition (USP) here. >>

<< Insert significant industry developments accomplished by your company here. >>
<< Insert information about your production capabilities, equipment used and production capacity here. >>

<<Company>> was founded in <<insert date here>> and employs <<insert employee count here>> people.

<<Company>> is headquartered in <<insert headquarters location here>> and has offices in <<insert additional locations here>>.

Products - << Insert information about your products here. >>

Services - << Insert information about your services here. >>

How to Contact <<Company>> - If you need to contact us for any reason, you can reach us at:

> <<Company>>
> <<Address1>>
> <<Address2>>
> <<City>>, <<State>> <<PostalCode>>
> <<Country>>
>
> Phone: <<WorkPhone>>
> Fax: <<Fax>>
> E-Mail: <<Email>>
> URL: <<Domain>>
>
> <<SocialMedia1>>
> <<SocialMedia2>>
>
> Client contact: << Insert team member's name here. >>
> << Insert team member's title here. >>
> Phone: << Insert team member's phone number here. >>
> Fax: << Insert team member's fax number here. >>
> E-mail: << Insert team member's e-mail address here. >>

<< Insert a pull quote here that will be in emphasized text >>

Personnel

The following personnel will be assigned to this project. Personnel have been selected based on their ability to work together as a team with specialties in related projects.

<< Describe the people who will be working on the project. Show they have the experience and qualifications required to make the project a success. >>

- **<< Name #1 >>**

  <<Title>>

  <<Location>>

  << Describe related project experience. >>

  << Most notable biographical details >>

  Prior to joining <<Company>>, <<Name>> led <<Job Function>> at <<Company Name>>.

  <<Name>> graduated with a <<Type> degree in <<Field>> from <<Name of College>> and holds a <<Type>> degree from <<Name of College>>. <<He/She>> began <<his/her>> career as a <<Title>> for <<Company Name>>.

- **<< Name #2 >>**

  <<Title>>

  <<Location>>

  << Describe related project experience. >>

  << Most notable biographical details >>

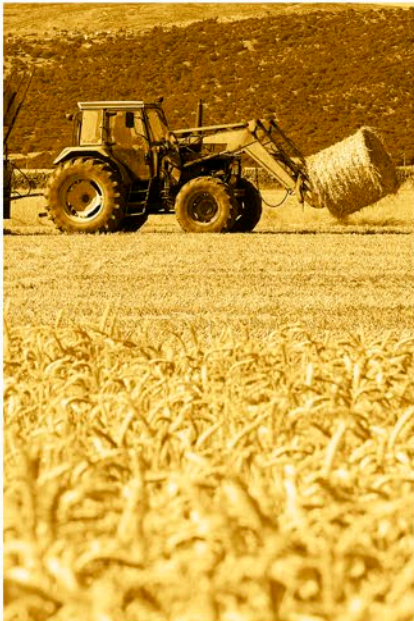 Prior to joining <<Company>>, <<Name>> led <<Job Function>> at <<Company Name>>.

  <<Name>> graduated with a <<Type> degree in <<Field>> from <<Name of College>> and holds a <<Type>> degree from <<Name of College>>. <<He/She>> began <<his/her>> career as a <<Title>> for <<Company Name>>.

- **<< Name #3 >>**

  <<Title>>

  <<Location>>

<< Describe related project experience. >>

<< Most notable biographical details >>

Prior to joining <<Company>>, <<Name>> led <<Job Function>> at <<Company Name>>.
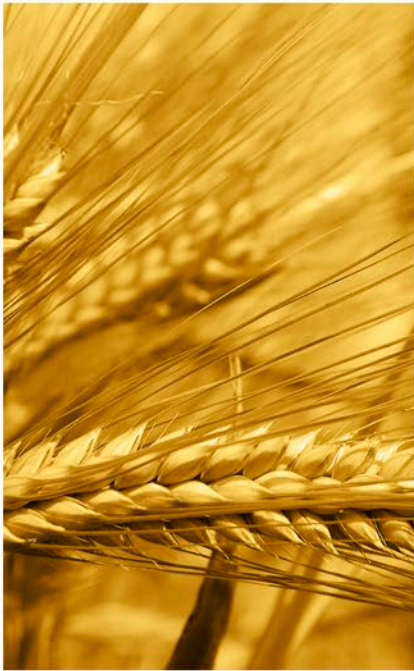
<<Name>> graduated with a <<Type> degree in <<Field>> from <<Name of College>> and holds a <<Type>> degree from <<Name of College>>. <<He/She>> began <<his/her>> career as a <<Title>> for <<Company Name>>.

Summary

<< Insert an optional summary statement that ties all of the bullet point elements together. >>

<<Company>>

<<Address1>>
<<Address2>>
<<City>>, <<State>> <<PostalCode>>

(PH) <<WorkPhone>>
(FX) <<Fax>>
<<Domain>>

<<SocialMedia1>>
<<SocialMedia2>>