



PROPOSAL KIT SAMPLE

Business Growth Services Sample Proposal

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Kenneth Jung
President
KJ Home Decor
1945 Warhorse Avenue
Cheyenne, WY 82001

Mr. Jung,

Do you realize that you are missing opportunities to expand your business and increase your profits? We do.

We at Business Forward, Inc. are experts in helping small businesses grow to achieve their full potential. Please review the consulting services we have to offer and make an appointment to let us launch KJ Home Decor on a growth path into the future.

Sincerely,

Annabeth Szabo
Consumer Relations
Business Forward, Inc.
555-555-1212
annasz@BusinessForwardInc.com
www.BusinessForwardInc.com



CLIENT BACKGROUND

We know that KJ Home Decor was established in 2007 in Cheyenne, WY, and that you currently have 27 employees.

Your business currently focuses on selling small furniture pieces and home décor items such as paintings, vases, mirrors, statues, coat racks, and rugs, all with a uniquely Western flair. We understand that you're doing well in your home town of Cheyenne, but we believe you could be positioned to make much more money if you took advantage of the global market.

We are your neighbors in Jackson Hole, and we have a track record of helping Western businesses grow. We know we can help you, too.

In our analysis of KJ Home Decor, it has come to our attention that you may not be aware how popular Western designs are in Europe and Asia. We'd like to help you realize your full potential.





NEEDS ASSESSMENT

Your company is doing well in your local market, but that market is very small and offers zero potential for expansion. The best way for you to grow your company is through a global business model that relies heavily on internet advertising and sales.

Just as our name implies, we at Business Forward, Inc. know how to move businesses forward into the era of global enterprise and internet solutions. And our experts are close enough to meet with you and develop a personalized plan that meets your specific needs.

Needs

Like any store, you need to sell your merchandise. Why not sell it worldwide? You already ship across the states of Wyoming, Colorado, and Montana. By using our established relationships with import/export companies around the globe, we can show you how easy and profitable it is to ship your merchandise around the world.

You also need to let the world know you exist through the medium of the internet. Sure, you have a web page, but it doesn't feature photos and descriptions of your merchandise or allow customers to place orders. We can help you set up your hi-tech global businesses from your current location in Cheyenne, WY.

Market

Did you know that many wealthy Asians and Europeans are devoted fans of Western décor and art? They'd love to shop with you! Our targeted marketing efforts can put you in touch with these eager global customers as well as those within the U.S. and Canada.

Solution

Are you ready to grow your business? Then let's schedule a series of meetings in which you show us your current business model and we create a customized plan for you to convert to a new global model. There's no need to worry about a painful transition. We can provide all the information, technology, and training your employees might need. There's no long-term contract: after KJ Home Decor has joined the global marketplace, we're gone until you call us again.

Sources

Don't take our word for it. Check out this article from Major Business News magazine on the growth of global business: www.MajorBusinessNews/GlobalBusinessIncrease. And check out the Case Studies we've included with this packet. You'll see the names of a few specialty businesses like yours that, with our help, started out small and grew to incomes beyond their owners' wildest dreams.



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