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Daycare Center Sample Proposal

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September 29

Ms. Holly Martinez
VanderMark Corporation
4251 Northwest Avenue
Blaine, WA 98222

Dear Ms. Martinez:

Thank you for contacting Kendrick Kidz Center and asking us to submit a proposal for an onsite daycare center at your corporate campus. The tour of your campus buildings and meeting with your Human Resources personnel provided us with all the information we needed to put together this customized proposal for VanderMark Corporation.

Kendrick Kidz Center is known throughout the Pacific Northwest for providing excellence in daycare facilities for children from infancy through five years of age. We propose to use our expertise to create a facility designed to benefit VanderMark's employees.

The attached proposal is based on our current pricing structure and is valid for sixty days. We look forward to beginning this exciting new project with you as soon as possible.

Sincerely,

Kendra Chancellor
VP Marketing
206-555-5555
Kendrick Kidz Center
1975 Henderson Avenue
Seattle, WA 98015
kc@KendrickKC.com

www.KendrickKC.com



PROPOSAL

VanderMark Onsite Daycare Center

Prepared for: Holly Martinez
Operations Manager

Prepared by: Kendra Chancellor
VP Marketing

DESCRIPTION

VanderMark Corporation desires to establish an onsite daycare facility for the children of its employees. VanderMark Corporation has over 800 employees, 447 of whom are custodial parents. VanderMark wants to offer onsite daycare as an additional employee benefit.

Kendrick Kidz Center is known throughout the Pacific Northwest for providing excellence in daycare facilities for children from infancy through five years of age. We propose to use our expertise to create a facility designed to benefit VanderMark's employees.

Kendrick Kidz Center
1975 Henderson Avenue
Seattle, WA 98015

(PH) 206-555-5555
(FX) 206-555-5556
www.KendrickKC.com

September 29



EXECUTIVE SUMMARY


The Objective...


VanderMark Corporation desires to establish an onsite daycare facility for the children of its employees.


 **Need #1:** Daycare for infants to age 5 from 6 a.m. to 6 p.m. Monday-Friday.

The Opportunity...

VanderMark Corporation has over 800 employees, 447 of whom are custodial parents. VanderMark wants to offer onsite daycare as an additional employee benefit.


 **Goal #1:** VanderMark seeks to reduce extended maternity and paternity leaves.

 **Goal #2:** VanderMark seeks to reduce absences of employees who leave work to transport their children to and from daycare.

 **Goal #3:** VanderMark seeks to retain valuable employees who might otherwise leave the workforce to stay at home with small children.

The Solution...

Kendrick Kidz Center has a decade of expertise in creating and running daycare centers.

 **Recommendation #1:** Kendrick Kidz Center proposes to establish and manage an onsite daycare facility for VanderMark Corporation.



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