



PROPOSAL KIT SAMPLE

CD-ROM Marketing Materials Creation Proposal

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Autumn Stevens
Owner
Leaping Lizards
PO Box 376
Eastsound, WA 98076

Dear Ms. Stevens,

Thank you for taking the time to meet with me this week. I enjoyed discussing the history and goals of Leaping Lizards. Your company has made tremendous strides toward growth these past 7 years and I believe D2 Creations can help to take you to your next level of successful growth.

I have included our proposal for creating your CD-ROM Marketing Materials and Web Presence. The timeline for creation can easily meet your desired launch date.

As you know, D2 Creations are specialists in creating CD-ROM presentations and IPIX Virtual tours in the graphic design industry. Since our system is already in place to create exactly what you need based on our discussions, we will be able to have your custom presentation created and mass produced for your distribution needs well before your deadlines.

The cost summary is based on current pricing available for your CD-ROM media and is valid for the next 14 days. The production schedule is based on a July 24 start date.

Sincerely,

Susan Wood
Director- Creative Solutions
12216 NE 131st Way
Suite 100
Kirkland, WA 98034
425-555-8478
Susan@D2Creations.com
www.D2Creations.com



PROJECT

Interactive Marketing Mini CD-ROM

Prepared for:

Autumn Stevens
Owner

Prepared by:

Susan Wood
Director- Creative Solutions



EXECUTIVE SUMMARY

The Objective...

Leaping Lizards is a unique specialty retail store. Expansion is the primary objective.

- Cutting edge marketing materials that will promote the launch of the new Leaping Lizards web site.
- Develop the ability to track Marketing effectiveness.
- Expand the current customer base and increase market share.

The Opportunity...

Leaping Lizards has a unique opportunity to use a custom designed multimedia presentation that will promote a virtual tour of products and services available. Personal setting through the web is usually difficult at best, but this will allow customers to feel the personal touch no matter where they are shopping from.

- Drive new and repeat business to the website and the Brick and Mortar locations.
- Reduce costs of Marketing materials by using the Internet as the primary source of marketing material.
- Incorporate the look and feel of the Brick and Mortar stores into the web presence with virtual imagery.

The Solution...

D2 Creations specializes in Graphic Design and Web Development that helps businesses grow and expand market share. We have created virtual tours for many Brick and Mortar stores and new Web Presences for many of the Fortune 1000.

- D2 Creations will create a multimedia CD-ROM for Leaping Lizards incorporating a full store virtual IPIX tour and will be produced on a 45 mb business card CD-ROM for use with Windows compatible computers.
- The CD-ROM will include the APT tracking system allowing Leaping Lizards to track the results of how the CD-ROM is being utilized by prospective and current customers. This includes real time usage reports and extensive monthly statistics reports.
- The CD-ROM will include creation of all cover art work, replication of 5000 copies inserted in vinyl sleeves, 10 second Flash animation introduction, Enterprise tracking features, custom background and graphics, a Brick and Mortar virtual tour shot by the D2 Creations staff at your location and 5 pages of brochure type information.





CLIENT OPERATIONS

Leaping Lizards started business in 1987 as a small retailer located on a tourist island just north of Eastsound, WA.

The retail space has grown from 800 square feet to just over 2200 square feet today. The staff has also grown from the original 3 to 9 today with the ability to add many telecommuters as needed.

Located in the heart of the retail district for the island in a town called Eastsound, Leaping Lizards has enjoyed a successful tourist season business. Tourist season encompasses only 10 weeks out of the year, and Leaping Lizards sees 80% of its sales during this time period. This is the driving force for a new method of selling to customers for sales to grow any further. It is this disproportion of sales volume that will force and allow Leaping Lizards to grow into the cyber world of e-commerce.

With a web presence in addition to the Brick and Mortar location, Leaping Lizards can expect to see a growth in sales between 500-800% in the first 6 months. Marketing of the new Leaping Lizards web site will be crucial to the success of this expansion.





COST SUMMARY

Development Costs	Amount
Project Development	\$5,500.00
CD-ROM Mass Duplication	\$4,300.00
Total Development Costs:	\$9,800.00
Ongoing Yearly Costs	
Domain Name Renewal	\$150.00
Total Ongoing Yearly Costs:	\$150.00
Ongoing Monthly Costs	
Maintenance	\$200.00
Web Hosting	\$50.00
3rd Party Services	\$89.00
Total Ongoing Monthly Costs:	\$339.00
Miscellaneous Costs	
Training	\$250.00
Travel	\$500.00
Marketing	\$3,000.00
Advertising	\$3,000.00
Total Miscellaneous Costs:	\$6,750.00
Total Amount	\$16,550.00
Total Yearly	\$150.00
Total Monthly	\$339.00

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.



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