



# PROPOSAL KIT SAMPLE

## Product Sale Sample Proposal

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



# Proposal

## Stocking Space City Meals Products

Prepared for: Braedan James  
Owner

Prepared by: Jayden Cutter  
VP Business Development



## Description

Adding Space City Meals products to Washington Specialties product line.

A standard product assortment has been selected to meet Washington Specialties desired launch date.





# 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.



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