



# PROPOSAL KIT SAMPLE

## Small Business Web Site Project Proposal

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Tony Klarich  
President  
Flight World Magazine  
31566 Railroad Canyon Rd, PMB #101  
Canyon Lake, CA 92587

Thank you for taking the time to work with us to determine your multimedia needs. Cyber Sea, Inc. will be available to start work on this project as soon as possible. We look forward to working with you on this project.

Our proposal will outline how we will solve your problems. Our designs are based on years of experience with similar presentations, which will be tailored to the specific needs of Flight World Magazine and the Flight World Championships.

Cyber Sea, Inc. is the right choice for the following reasons:

-  We have created similar web sites in the watersports industry.
-  We will leverage our existing media collection, which includes the world's largest collection of hydrofoil extreme sports photography which has been published in books and magazines such as your own Flight, Waterski Magazine, Ski and Snowboard, Extreme Lives, Barts watersports catalog and many more.
-  Our staff understands your sport and our resources include experienced hydrofoilers and team riders for Sky Ski, the leading hydrofoil manufacturer.
-  We will have a staff photographer at each Flight World Championship event.

Sincerely,

Ian Lauder  
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# Proposal

## Website Development Projects for Flight Magazine

Prepared for: Tony Klarich  
President

Prepared by: Ian Lauder  
President

### Description

Flight Magazine is in need of an e-commerce enabled web site to sell magazine subscriptions, videos and clothing to members of the hydrofoil community. Flight also needs a separate web site intimately connected to the magazine site for the Flight Hydrofoil World Championships, which is held every two years. Flight also needs a large amount of imagery from the sport of hydrofoiling and updated content from future events.

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# Executive Summary

## The Objective...

Flight needs two web sites to promote both the magazine and sponsored events.

- An Internet Presence: Flight Magazine needs an e-commerce web site.
- Event Promotion: Flight Worlds needs a web site to promote the events.
- Cost effective: Flight needs a professional and affordable solution.

## The Opportunity...

Flight has the opportunity to work with Cyber Sea, Inc. to create a combined web that leverages both companies existing material.

- Revenue: The goal of the Flight Magazine site is to generate revenue by selling products such as magazine subscriptions, videos and clothing.
- Community: The goal of the Flight Worlds site is to disseminate information about the world championship event to the hydrofoil and watersports community, encourage riders to compete and generate interest in the local community.
- Exposure: The goal of the combined web sites is to generate traffic for each other and increase Flights exposure in the hydrofoil and watersports community. Future goals are to position the sport using these sites to gain exposure in more mainstream media such as ESPN.

## The Solution...

As active members in the sport of hydrofoiling we understand the sport and have accumulated a large collection of extreme hydrofoiling media. We are also experts in the creation of all media and materials required for the project including but not limited to web site design, e-commerce and photography. We recommend using our production team to handle the creation of both sites.

- Site Creation: We recommend a full service web site solution including e-commerce, extensive photo galleries, product information, up to date event information and more. To reduce costs Flight will provide the text content pre-written and ready to include, Cyber Sea, Inc. will create the sites infrastructure and imagery using our existing portfolio. We will also attend events when possible for additional coverage.
- Ongoing Site Maintenance: We recommend the Flight Magazine site be updated periodically and the Flight Worlds site updated before and after each event which occurs every 2 years.

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