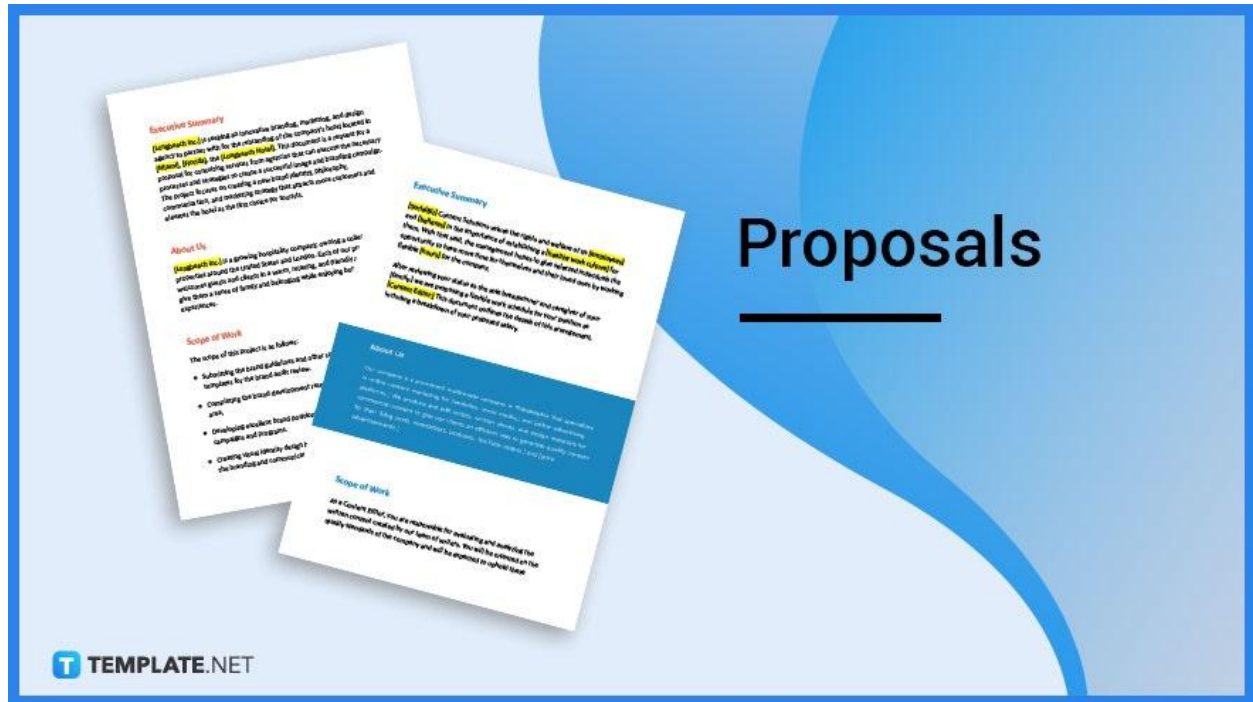


Proposals

Proposals are key documents to have if a business wants to establish a professional relationship with external stakeholders. They are perfect for businesses to use to gain the trust of funders and get the financial support they need for their projects.



Proposal Definition & Meaning

A proposal is a legal document that serves as a suggestion for gaining support for a plan or a scheme.

It can be used as a marketing document to establish a relationship between a business (particularly a small business) and external stakeholders or it can also be used as a project proposal to define the objectives and requirements of a project.


What Is a Proposal?

A proposal is a document that is designed to help a company receive funding for a new program. Having this type of document allows an organization to establish a formal request or presentation to an outside donor. When companies are still in the early phases of a project they're working on, a proposal is usually created.

10 Types of Proposals

Academic Proposal

Aside from business purposes, proposals also serve a purpose in the academic world. When it serves that particular purpose, it is then called an [academic proposal](#). Typically, this type of proposal is used as a stepping stone for a thesis or a school project.



Grand Line University

ACADEMIC PROPOSAL

Prepared for
Luffy Longbottom

Prepared by
Nami Zoro
nami@glu.com
July 07, 2023

About Us

Established in 1969, **Grand Line University** has been producing dignified and world-class graduates in different fields. We are the largest State University in California with over 150,000 students to date.

Scope of Work

This study will use a one-shot survey method that helps acquire information about certain groups of individuals. The research is a combination of a descriptive survey and content analysis. The descriptive survey starts with a questionnaire for respondents, focusing on inciting brand recall and the overall visual effect of featured advertisements.

Objectives & Timeline

The project's first objective is to prove the assumptions in Allan Paivio's dual coding theory where pictures are supposedly remembered better than words due to the images registered in the brain.

The project's second objective is to prove the effectiveness of pictures in inciting brand recall.

Pricing

Description	Quantity	Price	Unit	Total
Survey Materials	150	\$20.00	sq.ft.	\$3,000.00
SUBTOTAL				\$3,000.00
TAXES				0%
DISCOUNT %				0%
GRAND TOTAL				\$3,000.00

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Accounting Proposal

An [accounting proposal](#) can be used by companies as a detailed presentation of their accounting services and the benefits that their customers can get when they deal with the said company. This is an example of a proposal that serves a business purpose. Also, this type of proposal can serve as a request for funding or persuades clients to support the company in a financial manner.

Peritum Accounting

ACCOUNTING
BUSINESS PROPOSAL

Prepared for
Groovy Digitalis

Prepared by
Patrick Fowler
patrick@peritumacc.com
April 12, 2021

About Us

Peritum Accounting is an accounting firm composed of experienced experts that are committed to finding the best solutions to your business' challenges that also work for you. With a fluid structured approach, quick and effective responses are provided to local and international clients.

Services

The company can provide you with the following services:

- Audit and Assurance - improving financial reporting and building confidence.
- Advisory - providing sustainable strategies to help businesses innovate and grow.
- Risk Consulting - helping businesses make risk-informed decisions.

Pricing

Go ahead and start typing...

SUB TOTAL
\$10,200.00

Name	Quantity	Price	Total
Audit and Assurance	1	\$18,575.00	\$18,575.00
Advisory	1	\$10,500.00	\$10,500.00

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Advertising Proposal

Proposals can also be used for advertising products and services to consumers or for an event promo. All proposals that fall under this function are called [advertising proposals](#). This type of proposal can be used by advertising agencies or multimedia companies.

[INSERT ORGANIZATION LETTERHEAD AND LOGO]

ADVERTISING PROPOSAL

PREPARED BY
[NAME OR LIST OF NAMES]

Any inquiries with respect to this proposal may
be directed to:

[FULL NAME]
[JOB POSITION]
[CONTACT DETAILS]

W Notepad Document

TEMPLATE.NET

Agency Proposal

At some point, agencies will have to make their quality of services known to the public. This can be done through the means of an [agency proposal](#). To be able to do so, this proposal needs to be professional in its writing and format.

Nigma Digital

AGENCY PROPOSAL

Prepared for
AMC Inc.

Prepared by
Joshua Peters
jpeters@nigmadigital.com
August 01, 2030

About Us

Nigma Digital is a decade old digital marketing agency in Cleveland, Ohio. It was founded by Lucas Kuro in 2020 with the goal of helping companies achieve their business goals through innovative digital marketing strategies.

Scope of Work

The project will begin one month after you agree to our proposal and sign the contract. The campaign will last for a year and will focus on the growth of your company's online presence.

Pricing

Name	Quantity	Price		Sub Total	Total
Social Media Marketing	1	\$3,000.00	fee	\$3,000.00	\$3,000.00
Content Marketing	1	\$3,000.00	fee	\$3,000.00	\$3,000.00

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Artist Proposal

Proposals also serve a purpose for people in the creative industry. An [artist proposal](#) can be used by artists to state what they want to accomplish in their art project should they receive the grant (such as building a new movie studio). This can also be used to persuade an organization to include your artwork/project in their exhibit.

Fine Sphere Gallery

ARTIST EXHIBITION
PROPOSAL

Prepared for
Portrait Artists of Los Angeles

Prepared by
Renee Dewar
renee@finespheregallery.com
November 30, 2030

About Us

Fine Sphere Gallery is an exhibition space in Los Angeles, California, housing and fostering local artists through art exhibitions and promotions.

Scope of Work

The gallery proposes to **Portrait Artists of Los Angeles** to display their portrait artworks of different media, including oil paint, acrylic, coffee, watercolor, soft and oil pastel, charcoal, graphite, and mixed media.

Objectives & Timeline

The objective is to display portrait artworks of local artists, which are created with various media. The exhibition will run from December 1-31, 2030.

Pricing

Go ahead and start typing...

Sub Total
\$8,800.00

Product Name	Quantity	Price	Unit	Total
Space Rental <small>Add your Description here</small>	1.00	\$ 8,000.00	package	\$ 8,000.00

+

 Add Cost

T

 Add Tax

+

 Add Tax

-

 Add Discount

Tax

10 %

Discount (%)

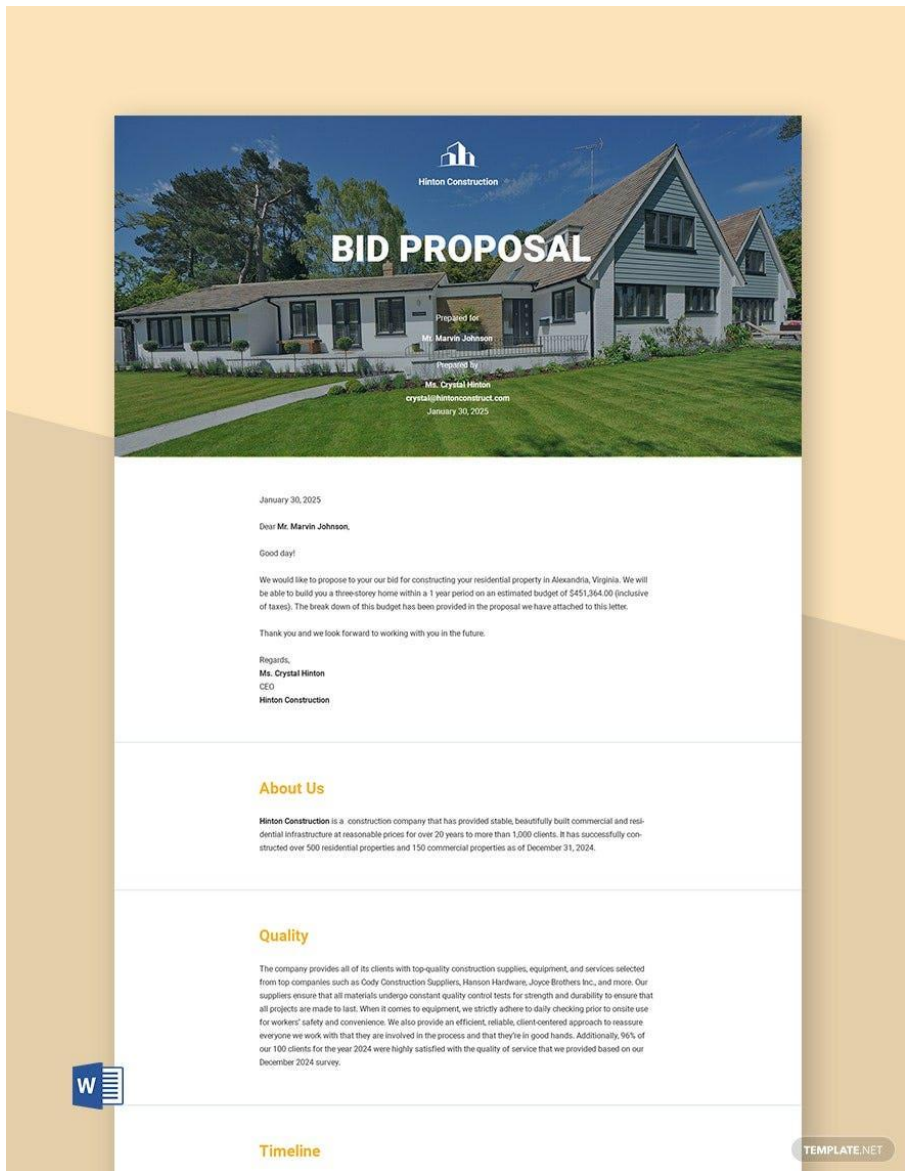
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TEMPLATE.NET


Bid Proposal

Proposals can also be used to help persuade contractors to complete projects (such as construction projects or development projects). Documents that fall under this umbrella are called **bid proposals**. The best purpose of this document is to outline the products or services, the budget needed, and the timeline that companies can offer to clients for completing a specific project or contract.



Branding Proposal

A type of proposal that serves a persuasive function is a [branding proposal](#). The main purpose of this type of proposal is to get a client's attention regarding a particular brand (which can be listed on a website). When effectively written, this can persuade clients to invest and deal with a company's brand and business.


Longbeach Hotel

BRANDING REQUEST FOR PROPOSAL

Prepared by
Ms. Jalisa Brown
jalisabrown@longbeachhotel.com
February 25, 2022

Executive Summary

Longbeach Inc. is seeking an innovative branding, marketing, and design agency to partner with for the rebranding of the company's hotel located in Miami, Florida, the **Longbeach Hotel**. This document is a request for a proposal for consulting services from agencies that can execute the necessary processes and strategies to create a successful image and branding campaign. The project focuses on creating a new brand identity, philosophy, communication, and marketing strategy that attracts more customers and elevates the hotel as the first choice for tourists.

About Us

Longbeach Inc. is a growing hospitality company, owning a collection of properties around the United States and London. Each of our properties welcomes guests and clients in a warm, relaxing, and friendly atmosphere, to give them a sense of family and belonging while enjoying both city and tropical experiences.

Scope of Work

The scope of this project is as follows:

- Submitting the brand guidelines and other samples of existing corporate templates for the brand audit review.
- Completing the brand development research of the target population and area.
- Developing excellent brand positioning through different marketing campaigns and programs.
- Creating visual identity design based on the information garnered during the branding and communications strategy process.
- Finalizing the overall communication strategies and development.

TEMPLATE.NET

Cleaning Proposal

Certain services can make use of a proposal document to persuade clients to avail it. One such example is a cleaning service, and the respective document is called a [cleaning proposal](#). The design or format usually consists of the client/company information, the services offered, contact information for the customers to call or email the company, and a price list.

Bevent Industries

CLEANING PROPOSAL

Prepared for
Jonesa Cleaning Pro

Prepared by
Mr. Mariano Gilbertson
mariano@beventindustries.com
June 30, 2020

Executive Summary

Bevent Industries will reopen its branch in Columbus, Ohio by next month. The company is in need of cleaning services for its reopening, as well as maintenance services. For this reason, we are proposing to your company, Jonesa Cleaning Pro, as we have seen that you have a good reputation in the industry.

This proposal presents the details of the required skills needed for the service, scope of work, and the pricing.

About Us

Our company is among the top manufacturers of eco-friendly materials, such as bamboo water bottle, bamboo straw, and biodegradable plastic bags. We have already established our brand since 2000, and we currently have five branches within the state of Ohio. We are planning to reopen our branch in July this year.

Scope of Work

Job Description
For this job, you need to well sweep and mop all hard surface floors, empty all trash and recycling receptacles, remove spillage, marks, and rings on horizontal surfaces, remove dust from desks, credenzas, cabinets, and filing tables, clean smudges from glass windows and partition glasses, and report maintenance issues.

Required Skills and Competencies
The required skills and competencies for this job are as follows:

- Great communication skills
- Ability to work independently with minimal supervision
- Knowledge of health and safety standards and protocols
- Ability to handle cleaning chemicals safely
- Time management skills
- Ability to multitask
- Ability to work in a team
- Team player

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Company Proposal

If you run a company and need to pitch what you have to potential clients and customers during a conference (advertising a product sale, consultant services, car engine repair business), then an effective proposal document is going to be needed. One such helpful document is called a [company proposal](#). When writing this document, it should take into account the ability to consider what the potential client needs and wants.

Site Web Designers

COMPANY PROPOSAL

Prepared for
Kendra Wilson

Prepared by
Adam Scott
adam@sitewebdesigners.com
August 12, 2021

About Us

Site Web Designers is a leading website development company led by industry veterans and top website designers in Florida. The company partners with businesses locally and internationally to create innovative, effective websites built for SEO.

Services

The company will provide the following services:

• Web Development

Our team will deliver a fully responsive website that meets the highest quality standards in engineering.

• UI/UX Design

We will work closely with the client to create a website design that promotes a human-centered customer experience.

• QA & Maintenance Support

To ensure end-to-end usability and functionality, our team will conduct quality assurance testing and provide maintenance support for a year.

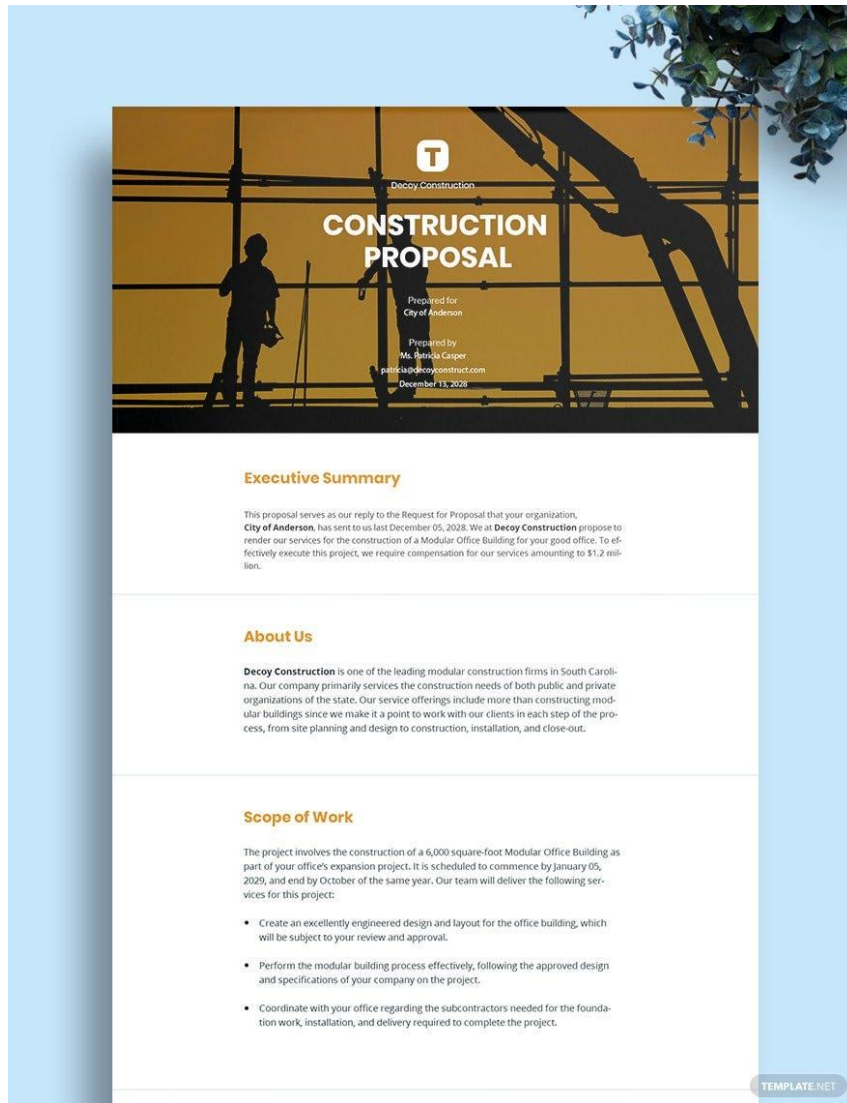
Pricing

Description	Quantity	Price	Sub Total	Total
Website Development	1.00	\$35,000.00 Net	\$35,000.00	\$35,000.00
Maintenance Support	1.00	\$5,000.00 Net	\$5,000.00	\$5,000.00
Tax			\$0.00	\$0.00
Discount (2)			\$0.00	\$0.00

TEMPLATE.NET

Construction Proposal

To be able to start a new project, a construction company will need ways to successfully establish a bidding process with a contractor. This can be done by creating a [construction proposal](#). This design of this document generally includes information such as quotes from suppliers regarding how much the new raw materials will cost (including tax), and so on.



Proposal Uses, Purpose, Importance

Proposals are used in the corporate world and academic world. When writing one, it goes without saying that it should be persuasive while easy to read at the same time. Here are how it can be used and its importance to everyone that uses it.

It helps secure funding

A proposal is particularly important for small businesses because it helps them secure funding. A proposal helps businesses demonstrate to prospective investors how investing in the business can benefit them. In other words, this document serves as a way to show that a business is competent enough for the investors to provide funding.

It provides a universal understanding

A proposal can help everyone in the company, from the top office down to the entry-level employee understand their strategies and goals. Having everything clearly outlined will prevent any chance of misunderstandings from materializing. Every business can benefit from this, from a startup to an established one.

It establishes credibility

Proposals, especially project proposals, should be seen as a tool that helps establish the credibility of a business or company. Additionally, this document should demonstrate to the parties concerned that the company is capable of meeting expectations. By detailing the methods in which a project will be completed, including any risks or complications that may arise, credibility is then established.

It improves vendor comparison

The main purpose of writing a project proposal is for companies to be able to compare in an objective manner the different vendors needed for a project. With this document, the prices and outcomes can be compared. The information inside a project proposal should be able to help the decision-makers in their comparison process.

It helps identify strengths and weaknesses

Startups not only need to focus on their strengths in their businesses, but also on areas where they can improve. Having a business proposal can make everyone in the business look at things in an objective manner. This kind of document can also help identify the factors that are beyond the company's control.

What's in a Proposal? Parts?

“About Us” section

The about us section of a proposal describes what the company is, what they do, and its unique selling proposition.

Executive Summary

This part of the proposal outlines why the prospect should choose the company over the competition.

Approach/Solution

This part of the proposal details the company's methods to solve a client's problem and the overall process that it needs.

Deliverables

This describes exactly what's included in the proposal and what the client can expect to receive.

Milestones

The milestones section breaks down the entire project into phases.

Budget

This section is an overview of the project fees which helps the prospective clients understand what they're paying for.

Proposal Anatomy

Executive Summary

Executive Summary

[Longbeach Inc.] is seeking an innovative branding, marketing, and design agency to partner with for the rebranding of the company's hotel located in [Miami], [Florida], the [Longbeach Hotel]. This document is a request for a proposal for consulting services from agencies that can execute the necessary processes and strategies to create a successful image and branding campaign. The project focuses on creating a new brand identity, philosophy, communication, and marketing strategy that attracts more customers and elevates the hotel as the first choice for tourists.

Approach/
Solution

"About Us"
section

About Us

[Longbeach Inc.] is a growing hospitality company, owning a collection of properties around the United States and London. Each of our properties welcomes guests and clients in a warm, relaxing, and friendly atmosphere, to give them a sense of family and belonging while enjoying both city and tropical experiences.

Scope of Work

The scope of this project is as follows:

- Submitting the brand guidelines and other samples of existing corporate templates for the brand audit review.
- Completing the brand development research of the target population and area,
- Developing excellent brand positioning through different marketing campaigns and programs.
- Creating visual identity design based on the information garnered during the branding and communications strategy process.

Deliverables

Timeline

PHASE	DESCRIPTION	END DATE
Phase 1	Creation and submission of the Request for Proposal	March 15, 2022
Phase 2	Proposal review and evaluation	May 3, 2022
Phase 3	Approval of contract	May 20, 2022

Milestones

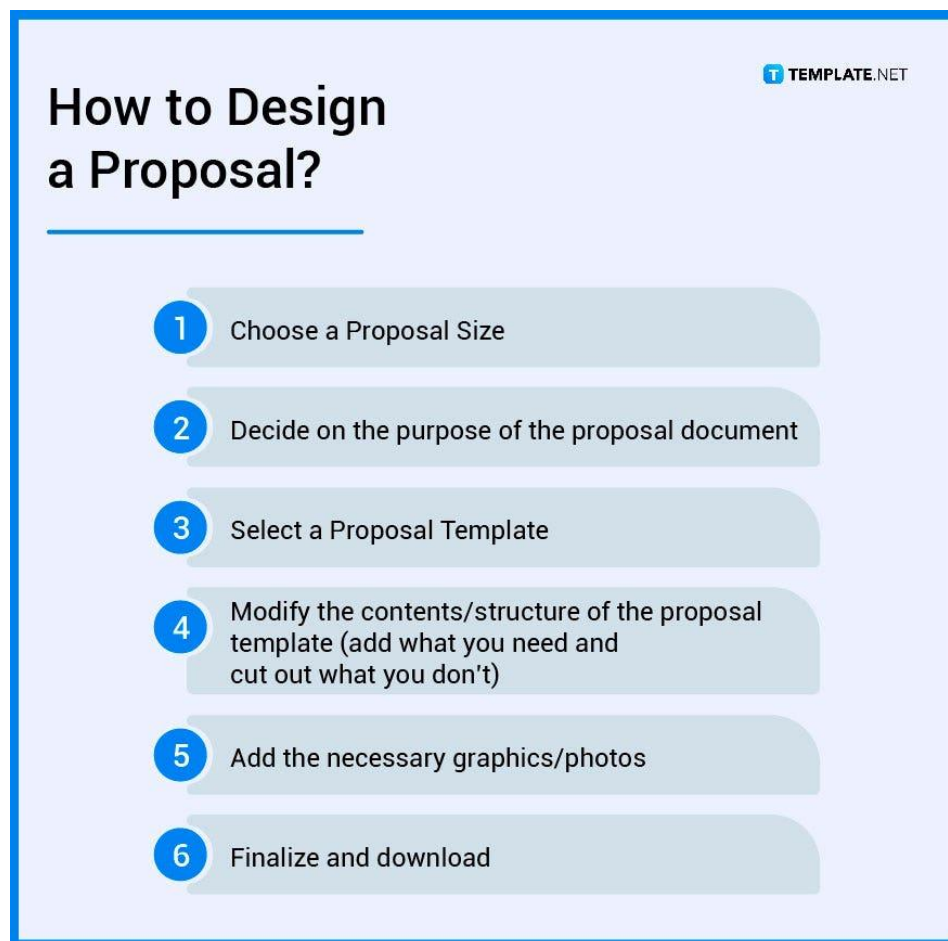
Pricing

Description	Total
Brand Research and Design Services	\$ 34,000.00
Brand Copyright and Other Legal Services	\$ 600.00
Traditional and Online Marketing Services	\$ 15,000.00
Total	\$ 39,600.00

Budget

How to Design a Proposal?

1. Choose a [Proposal Size](#)
2. Decide on the purpose of the proposal document
3. Select a [Proposal Template](#)
4. Modify the contents/structure of the proposal template (add what you need and cut out what you don't)
5. Add the necessary graphics/photos
6. Finalize and download



Proposal vs. Quotation

Proposals are commonly used when a customer/consumer needs a solution to a particular problem.

A quotation is best used when the customer needs ideas about how much something costs to solve a problem.

What's the Difference Between Proposal, Research, and Thesis

A proposal generally is centered around problems to which the author does not have a particular answer yet.

Research is more centered around an overall argument with the right evidence to support that argument (similar to an essay).

A thesis (also known as a dissertation paper) is a report that a student will make as part of their degree studies that describe a report that they've carried out.

Proposal Sizes

Listed below are the most common [proposal sizes](#) that are used when creating this document:

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Proposal Sizes

Types of Proposals	Size (in)
Letter Size	8.5×11
Legal Size	8.5×14

Proposal Ideas & Examples

If you're looking to write a proposal document, then these different [proposal ideas](#) and examples can be of great help.

- [Proposal Ideas and Examples](#)
- [Ideas for Business Proposal with Examples](#)
- [Company Proposal Ideas and Examples](#)
- [Agency Proposal Making Ideas and examples](#)
- [Proposal Ideas and Examples for Event](#)
- [Tips and Ideas for Fundraising Proposal and examples](#)
- [Lease Proposal Ideas and Examples](#)
- [Proposal Ideas and Examples for Marketing](#)
- [Partnership Proposal Ideas, Examples, and Inspirations](#)
- [Property Proposal Ideas and Examples](#)

FAQs

What are the elements of a proposal?

The elements of a proposal include the cover, the table of contents, the abstract, the project description, the budget explanation, the vitae, the other support section, and the appendix section.

How to create a proposal in Word?

Creating a proposal in MS Word usually begins by selecting the right size of the proposal document, selecting a template, modifying the contents and overall structure of the said template, verifying the entire document, and saving it for print.

What are the 4 parts of a proposal?

The 4 parts that a proposal should include are the project background, project objectives, project scope, and section which dictates the plan, timeline, and budget.

Why should we write a proposal?

We should write a proposal because it helps us establish our credibility with outside investors.

How do I write a project proposal?

To write a project proposal, focus on key factors such as the core problem, the resources and timeline, the budget, the strategic goals that need to be met, the responsible parties, the client benefits, and most of all, the project deliverables.

How to write an effective marketing proposal?

To write a marketing proposal, start by researching the client, then follow it up by listing the scope of work, then provide an estimated timeframe for deliverables, discuss the costs, and show how you plan to gauge the results.

What should a marketing proposal include?

A marketing proposal should include ways to uncover the needs of the client and should have a plan of action to achieve their goals.

What should a proposal include?

A proposal should include the background of the problem, the objectives, the scope of the project, a timeline section, a budget section, and a milestone section.

Why is the proposal important?

They are important since it helps build a company's credibility to outside stakeholders as well as set expectations for the professional relationship with the client.

Why is proposal writing important to many organizations?

Proposal writing is important to many organizations since it helps them outline the purpose and the scope of the project that they're going to undertake.