



PROJECT PROPOSAL



Date: MM / DD / YYYY

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Head of Sales

Weisenham Tech Solutions

Executive Summary

First impressions are critical. As the initial section of the proposal, the executive summary should do two things well: Encapsulate what the rest of the document will expound on and create a compelling reason for your potential client to accept your proposal.

In one to two paragraphs, try to establish your company's credibility, your understanding of the client's needs, and how your company can fulfill them. How experienced is your company? Which services will best address your client's requirements? What value and concrete benefits can they expect if they choose to work with you?

The Team

This part is all about establishing credibility. Give a short history of your company or team, highlighting experience, client base, or industry knowledge. Then, introduce your leadership team or the team members who will be taking on the client's account.



Trisca Laghari

Chief Executive Officer



Daniel Gallego

Chief Financial Officer



Saira Kohli

Chief Operations Officer

Explain what they do for the business.	How much experience do they have? Where did they study?	You may also add a fun fact about them.
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Project Overview

The Challenge

Include a succinct summary of your company's understanding of the project needs.

Project Goals

- Identify the objectives of the project
- Ensure they are specific and measurable
- Importantly, they should align with your solutions

Our Proposal

Proposed Solutions

- Enumerate how you plan to meet the project goals
- Focus on the unique selling points of your product or service
 - Use sub-bullets as needed

Pricing and Budget

Item	Quantity	Fee
Add your product or service	Quantify the output	\$ XX,XXX.XX
Include details if needed	Numbers, man-hours, weights, or volumes are all acceptable	\$ XX,XXX.XX
Total	XX	\$ XX,XXX.XX

Terms and Conditions

Articulate any fine print your client would benefit from knowing. Anticipate questions or clarifications and address them here.

Next Steps

Supplementary Information

1. Add links to relevant documents
2. You can also embed them directly into this Doc

Contact Details

For questions or clarifications, don't hesitate to reach out anytime. We would also appreciate formal feedback on our proposal by MM/DD/YYYY. Thank you and we look forward to working with you!

Point of Contact: Stella Ornelas

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