



Bizplanr

Business Proposal Template

Use this template to write a winning proposal in minutes. It includes outline with step-by-step guide on proposal writing

Hi there!

Thanks for downloading this template.



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What is a business proposal template?

If you are a business owner you'll have to write a business proposal countless times irrespective of the stage your business is in.

A business proposal template helps you with the following :

1. Write a well-rounded proposal.
2. Ensure that you don't miss out on important details.
3. Makes the process faster and smoother.

If you write a good business proposal you get to crack deals that you want and make your on-boarding process faster and easier.

If you have found a good deal then this business proposal template can help you get through with it.

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Business Proposal Template

Irrespective of your industry or stage of business, you'll have to write a business proposal countless times. A business proposal can make or break a deal. Hence, it is important to ensure that you write a good one.

A well-written business proposal can help you bag the deals you want. And this template will help you write just that. Also, you can modify it as per your needs and requirements.

Bizplanr Tip: A good business proposal is to the point, but welcoming. Reading through a few samples of good business proposals is a good practice to follow.

Problem Analysis

Problem analysis is essential to solving them effectively. Proper problem analysis is key to successful projects. Hence, showing that you understand the problem for which the project has been opened is important.

Through this section, you'll try to convince your client that you understand their problem. Provide a description of what you understand about the problem, how can you provide solutions for the same, and so on.

You must also include relevant solutions that you have provided for similar problems. Try to express that you understand their problem and can solve it effectively.

Bizplanr Tip: Write this section in a way that your customer can relate to. It should hit a nail on the head and make your customer feel that their problem has been described as accurately as possible.

The Proposed Solution

This forms the most important section of your business proposal. It is of chief interest to your client. Try to explain it as concisely as you can as this section can make or break the deal. Give a detailed description of your proposed solution, proof of its efficacy, and how your solution is better than all of your competitors.

Drawing a table that gives a step-by-step analysis of every feature of your product or service and its benefits can help you back your claims effectively.

Product/Service Feature	Benefits to the Client

Make this segment as customer-focused as possible and try to speak to their problems through it. Each segment of the table should take your client one step closer to making their decision and picking your company for the project.

Also, you should use charts and graphs to your advantage and make this section as interactive and easy to make sense of as possible.

Bizplanr Tip: Even if you are going to provide the same product or service as the solution try to modify this section as per the needs and language of the client you are dealing with. It helps you show that you have made an effort for understanding their project.

Pricing Information

Although convincing your client that your product or service is the right one to choose is important, it is also important to be clear and concise about what they'll be getting at what price.

Try to set a competitive price to give a well-rounded proposal. Try to show that your product or service provides value for the money spent.

Apart from that, you should also mention your pricing structure based on your industry, payment options, and installment cycles if applicable.

Also mention the conditions which will require extra charges. For example, the number of revisions, frequency of consultation, the time period of the project, etc.

Bizplanr Tip: Be as clear about this segment as possible to avoid unnecessary hassles and confusion in the future. If your structure is complicated, try to use spreadsheets to make it as easy to understand as you can.

Proposed Schedule

Suggesting a schedule as per the requirements of the project can be very helpful as you go about the project. Suggesting the time period required time period for each phase of the project and what marks the completion of each phase helps you get the maximum out of the given time.

You can also add timelines and tables to depict your proposed schedule clearly.



Project Activity	Date of Completion

Bizplanr Tip: A proper schedule will help you manage your project better. It'll also help you avoid confusion and chaos if you are working on multiple projects. Moreover, drawing out a proper schedule reflects your commitment towards the project.

Conclusion

Conclude your proposal properly to help your client take the next steps towards the on-boarding process. Sum up why you are the best choice for the concerned project. Mention what your prospect needs to do next to avail your services and your availability for further discussions.

Mention your contact information at the end of your proposal and make it easy for your client to reach out to you.

Bizplanr Tip: Add a contract page in the proposal itself to make the on-boarding process faster and smoother.

Terms and Conditions

Mention the terms and condition of your proposal and your company. This includes provisions, specifications, rules and regulations, requirements and special case scenarios relevant to the project.

Bizplanr Tip: Mention that you are open to discussing the terms and conditions if your client finds it necessary.

Appendices

This is a good way to add information that'll make your proposal stronger, but isn't necessarily asked for. Your client can decide whether they want to go through the said information or not. You can mention what section it references to so you don't need to interrupt the flow of your main document. It is also a good place to add documents that are too lengthy to be included in between your proposal.

***Bizplanr Tip:** You can include the following items in the appendices: 1. Bios/ Resumes of the team members that'll work on the project, product photos, software screenshots, your website link, and so on.*