

# Business Proposal – Sample PDF

## BUSINESS PROPOSAL

Prepared for: Acme Corporation  
Prepared by: Bright Solutions Agency  
Date: January 15, 2025  
Proposal Ref: BSA-2025-001

### 1. Executive Summary

Bright Solutions Agency proposes a 6-month digital transformation engagement to modernize Acme Corporation's customer-facing web platform. We will deliver a redesigned website, improved SEO foundation, and a new CRM integration — projected to increase lead generation by 40%.

### 2. Problem Statement

Acme Corporation's current website was last updated in 2019. It has a mobile conversion rate of 1.2% (industry average: 3.8%), loads in 6.4 seconds on mobile (target: under 2.5s), and ranks for fewer than 200 organic keywords. These gaps are limiting growth.

### 3. Proposed Solution

Phase 1 (Months 1-2): Discovery, UX research, and wireframing  
Phase 2 (Months 3-4): Design, development, and CRM integration  
Phase 3 (Months 5-6): Launch, SEO implementation, and optimization

### 4. Deliverables

- Redesigned responsive website (up to 20 pages)
- SEO audit and on-page optimization
- HubSpot CRM integration with lead capture forms
- Performance optimization (Core Web Vitals compliant)
- 60-day post-launch support

### 5. Investment

Phase 1 – Discovery & UX: \$8,500  
Phase 2 – Design & Development: \$24,000  
Phase 3 – Launch & SEO: \$7,500



Total Project Investment: \$40,000

Payment terms: 30% upfront, 40% at Phase 2 kickoff, 30% at launch.

## 6. Timeline

Project Start: February 3, 2025

Estimated Launch: August 1, 2025

## 7. Why Bright Solutions Agency?

- 12 years in business, 200+ completed projects
- Average client ROI: 3.5x within 12 months of launch
- Dedicated project manager and weekly status reports

## 8. Next Steps

Please sign and return this proposal by January 31, 2025 to reserve your project slot. We look forward to partnering with Acme Corporation.

Authorized by: \_\_\_\_\_ Date: \_\_\_\_\_

Bright Solutions Agency