

### Proposal Master Example

This proposal was originally created for one of our customers using Proposal Master. (Original names changed to protect anonymity)

Below we have highlighted examples of some of the data Proposal Master uses to create the completed proposal.

Proposal Master gives you the structure to create a proposal that exactly suits your needs. Within the structure provided, you are able to enter as much information as is required, using text, photos, graphs or other media as required.

# Proposal to Company X for

***Storage equipment design, supply  
and installation***

John Smith  
The Fittings Company  
1 Acacia Avenue  
London  
N11 999  
Tel 020 7 111 1111  
Fax 020 7 111 1112  
[john@thefittingscompany.co.uk](mailto:john@thefittingscompany.co.uk)

### Your Information

**“Your Company”  
information that you  
supplied to the template**

## Background to the Company

This information was supplied in Proposal Master, in answer to a question on the background of your company

### *Introduction*

Thank you for the opportunity to present our proposal to you. The Fittings Company is proud to have the opportunity of demonstrating our capabilities to you and of showing how our product will meet your needs.

The Fittings Company was formed in June 1992 by a dedicated team of storage equipment specialists. Our aim is provide a complete 'storage solutions package', cost effectively & efficiently, which enables our clients to concentrate on their mainstream activities. We specialise in developing the full potential of one of the most valuable assets any organisation possesses – its space.

We have based this submission on our understanding of your needs, our internal research and our knowledge of the market. We believe that every customer is different. We are therefore very conscious that to meet all of your needs we will need to be flexible in our approach and responsive to your wishes. We therefore hope that you will not hesitate to ask if there is any aspect of our submission that you would like to discuss, which needs further explanation or upon which you would like more information.

Our knowledge & experience, gained over many years, can be put to profitable use for your organisation

## Customer Requirements

Here, Proposal Master has asked about the customer's needs when he makes the buying decision

### *Our understanding of your needs*

We have designed our proposal to be responsive to what you need. Based on your tender document, our own research and our knowledge of the market, we have aimed to demonstrate that we can meet your needs as follows:

- ✚ You need to be assured that the space provision allowed matches the requirement
- ✚ You need to ensure that the correct products are specified to ensure optimum performance
- ✚ You need to ensure that, from installation to actual use, the systems are designed in line with H&S requirements
- ✚ You need to ensure that due consideration is given to future system development

### *Our approach*

Our design service, based on years of successful / practical experience ensures that your project will be expedited 'right first time'

- ✚ Best use of available space
- ✚ Correct product specification
- ✚ In line with H&S requirements
- ✚ Ease of system development

This means that your project will be delivered, on time, cost correct provision for your users

### Features & Benefits

Here, Proposal Master has asked you to describe the features and benefits of your product / service

## **Implementation**

We have designed our proposal assuming that we will start work immediately.

Please see below the two options provided for the TGH Store area within the Basement. As you can see the users storage requirement is for 200 line M & we have shown the mobile at around 750 m minimum, this could free up space within the store for other departments use



### Images

Your proposal can include both text and images. Proposal Master is able to create a proposal that is flexible to meet your exact requirements

## **Fees Schedule**

In calculating our fees, we have taken into account our time, skill and effort. We have set our prices in accordance with market dynamics and have taken into account feedback from other clients. Whilst we are aware that there are competitors who claim to offer the same products at a lower cost, we believe that our prices represent excellent value for money. We would be pleased to have further discussions with you to demonstrate how our prices relate to your needs.

Fee Proposal

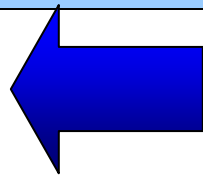
Project Manager - £75.00 per hour

Project Surveyor - £65.00 per hour

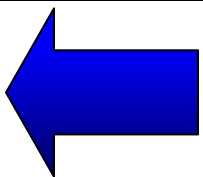
### Fees

The all-important information on your fees and prices!

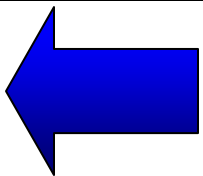
*Experience*



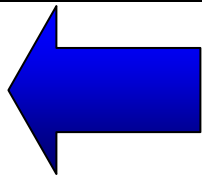
*The Team*



*Appendix 1 - Technical Specifications*



*Appendix 2 - Terms and Conditions*



**Proposal Master guides you through all the supporting information you require for your proposal. The template prompts you for the information and offers advice on what to include. The information will then be added and formatted into the appropriate sections of the final proposal.**