

# [BUSINESS NAME]

## BUSINESS PROPOSAL

[ADD A PROJECT TITLE/TYPE OF PROPOSAL]

Date of submission:

[Your Company Name]

[Your Company Address]

[City, State, Postcode]

[Country]

[Your Email Address]

[Your Phone Number]

[Your website]

## CONTENTS

Executive Summary .....	1
Introduction.....	2
Needs Assessment.....	3
Proposed Solution.....	3
Approach.....	4
Scope of Work.....	5
Risk Analysis.....	6
Budget.....	7
Evaluation and Measurement.....	8
Qualifications.....	9
Portfolio .....	10
Benefit Statement.....	11
Conclusion .....	12
Appendices .....	13

## EXECUTIVE SUMMARY



[Add a concise overview that highlights your proposal's main points, objectives, benefits, and value. Capture your reader's attention with a snapshot of your proposal's most compelling aspects. This will encourage people to continue reading.]

## INTRODUCTION



[Add background information about your business, including its mission, values, and relevant experience. Include details of your company structure and company registration, if applicable. Clearly state the problem or opportunity your proposal aims to address, setting the context for the rest of the document.]

### KEY COMPANY DETAILS

<b>Company Name</b>	
<b>Business Structure</b>	
<b>Australian Business Number (ABN)</b>	
<b>Australian Company Number (ACN)</b>	
<b>Date Business Registered</b>	
<b>State Business Registered</b>	

## NEEDS ASSESSMENT



[Add a definition of the problem or opportunity that your proposal addresses. Provide evidence or data to support the existence of the problem or need. Explain why it's important and how it affects the recipient of your business proposal.]

## PROPOSED SOLUTION



[Describe how your proposal will address the problem or meet the needs of the recipient. ]

### KEY POINTS OUR PROPOSAL COVERS

NEED/PROBLEM/ OPPORTUNITY	
OUR SOLUTION	

## APPROACH



[Add an explanation of the approach or methods you will use to address the problem or achieve the objectives. Detail the steps and processes you plan to use. Include tools and technologies, if applicable.]

### OUR PLANNED APPROACH

Plan	Description
Step 1	
Step 2	
Step 3	

## SCOPE OF WORK



[Add a clear definition of what you will deliver. State the specific goals and objectives of the proposal. List specific tasks, activities, milestones, and deliverables. Provide a timeline or schedule, if applicable. Include desired outcomes and results that are measurable. Note any limitations or exclusions.]

### KEY DELIVERABLES

Deliverable	Description

### KEY DATES

Description	Duration	Start Date	End Date

## RISK ANALYSIS



[Add any potential risks and challenges associated with your proposal that you have identified. Provide risk management strategies or mitigation plans.]

### RISK ASSESSMENT

Potential Risk	Likelihood	Impact	Risk Mitigation/Management Strategy
		Choose an item.	
		Choose an item.	
		Choose an item.	



## BUDGET



[Add a detailed breakdown of the estimated costs involved. Include pricing for each component or service, including labour and materials. Highlight any specific terms and conditions or payment structures. If seeking funding or investment, clearly state the amount of funding required.]

### ESTIMATED COSTS

Item Description	Amount
<b>TOTAL</b>	

## EVALUATION AND MEASUREMENT



[Add a description of the methods you will use to evaluate the success or effectiveness of your proposal. Identify any metrics or key performance indicators (KPIs) that will be used to measure success.]

### EXPECTED RESULTS

Description	Measurement

## QUALIFICATIONS



[Add detail on your company's expertise, qualifications, and relevant experience. Highlight key team members and their credentials.]

### KEY PEOPLE

<b>Name</b>	
<b>Position</b>	
<b>Skills</b>	

<b>Name</b>	
<b>Position</b>	
<b>Skills</b>	

<b>Name</b>	
<b>Position</b>	
<b>Skills</b>	

## PORTFOLIO



[Add examples of previous work, if applicable. Explain how your past projects or solutions have benefited clients.]

### OUR SUCCESS STORIES

Client/Project	Outcome

Client/Project	Outcome

Client/Project	Outcome

## BENEFIT STATEMENT



[Add a clear statement to the reader about how they will benefit from your business proposal. Call attention to any unique value your proposal offers.]

### KEY BENEFITS OF OUR PROPOSAL

<b>Sales</b>	
<b>Technical</b>	
<b>Competitive Advantage</b>	
<b>Other Benefits</b>	

## CONCLUSION



[Add a summary of the main points of your business proposal. Reinforce the benefits and value of your solution. Leave your reader with a compelling call to action - state what you want the reader to do next and how you can be contacted.]

## APPENDICES



[Add any additional supporting documents. This might include charts, graphs, testimonials, or legal documents that support your proposal.]

### SUPPORTING DOCUMENTS ATTACHED

- Business Licences
- Financial Statements
- Market Research
- Key Staff CVs
- References