**Prepared for:**

[Client First Name] [Client Last Name]

[Client Company]​

**Created by:**

[Sender First Name][Sender Last Name]

[Sender Company]

Dear [Client First Name],

Please find enclosed our detailed software proposal for your kind consideration.

At [Sender Company] we are aware that creating client-oriented software takes a mixture of technical excellence and clear communication and our firm hires only the very best to ensure you receive both. We know that every client is unique and we strive to deliver an individual, innovative and affordable proposal every time and to follow it through with an outstanding delivery which is both on time and within budget.

We have over 12 of development in this area and our previous clients include Nike, Apple and BBC.

Please let us know if you would like to get in touch with our existing clients from whom you will receive nothing but positive endorsements. You may also wish to review our website at www.oursite.com to see our portfolio of previous work and learn more about our organization.

We also pride ourselves on our after-sales client-care including our guarantees, staff-training and onsite and offsite support.

Finally, we realize that you are very busy and wanted to thank you in advance for your time spent reviewing our proposal.

Yours Truly,

[Sender First Name] [Sender Last Name]

[Sender Company]

Executive Summary

As accepted by Company [Client Company]

[Client First Name] [Client Last Name]

Project Overview

Type your text here…

Obstacles

Type your text here...

Technical Obstacles

Type your text here...

Industry and Market Risks

Type your text here...

Budgetary Risks

Type your text here

Software and Hardware

Technology Requirements

Type your text here...

|  |  |
| --- | --- |
| Hardware | Software |
| Type your text here... | Type your text here... |

Milestones and Reporting

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Milestone | Tasks | Reporting | Hours | Date |
| 1.1 | Analysis and design stage |  |  |  |
| 1.2 | Architecture design |  |  |  |
| 2.2 | Create database |  |  |  |
| 2.3 | Import existing client data |  |  |  |
| 2.5 | Create GUI |  |  |  |
| 2.6 | Integration with Outlook |  |  |  |
| 2.7 | Integration with client’s software |  |  |  |
| 2.8 | Integration with smartphone network |  |  |  |
| 3.1 | Port to iPhone environment |  |  |  |
| 3.2 | Alpha testing desktop application |  |  |  |

Documentation

Type your text here...

Warranty

Type your text here...

Support

Type your text here...

Training

Pricing and Payment Terms

Our fee for seeing the project through from start to completion will be $ 1000. This is calculated at an hourly rate of $ 10/hour.

|  |  |
| --- | --- |
| Proposed payment terms | Proposed payment terms |
| 25% (25%)  | Paid on acceptance of this proposal and signing of our software development agreement. |
| 25% (50%) | Paid at completion of Milestone 1. |
| 25% (75%) | Paid at completion of Milestone 2. |
| 15% (90%) | Paid at completion of Milestone 3. |
| 10% (100%)  | Paid at completion of Milestone 4. |

Contact Us

You can get in touch with us in any of the below ways:

|  |  |
| --- | --- |
| By Phone (Cellphone of)(Main Reception)By Email |  By Fax On our website    By post |

If you would like to proceed with our proposal then you can sign the first page and return a copy to us by fax, email or post. In any case, please feel free to call us to discuss the quote, request more information or for any other reason.

We look forward to hearing from you soon!

|  |  |
| --- | --- |
| [Sender Company]  | [Client Company]  |
| [Sender First Name] [Sender Last Name] | [Client First Name] [Client Last Name]  |