

Proposal

XYZ Corp
Furniture Design Project

Project Brief XYZ Corp has identified the need for new furnishings. This is where you would re-state the need of the project, the aims of the client, the opportunities this project represents, and any other pertinent factors that have contributed to the formation of the project or will affect it's outcome. This is an opportunity to prove to the client that you understand their needs and that you share in their belief in the need for this project.

John Doe has prepared this document as an outline of his understanding of the project requirements and the expected steps and resources needed to meet the goals of this engagement.

Project Approach Work on this project will be divided into 3 phases, each culminating in a review. Before commencement of the next phase, the client will be required to sign off on any decisions or progress at each review. This is where you can explain the approach you will take to developing the project. It is highly recommend that you structure a project with phases. It makes billing easier and builds approval and "buy in" from the client throughout the process of development. The following is an overview of the phases:

Phase 1: Research and Trend Analysis (for example)

Describe what will take place during the first phase, such as: To start out, John Doe will observe how visitors of XYZ offices use existing furnishings. A select focus group of visitors will be interviewed to better understand how they view XYZ corp and what experiences they expect to have in the XYZ corp facility. Additionally, John Doe will conduct an in-depth analysis of the XYZ corp brand to understand the values and personality that may be brought into the furnishings products. Seperately, John Doe will benchmark relevant trends in corporate furnishings projects to establish the competitive landscape the project will enter into. Findings from the research will be condensed into a digital slide show that will be presented to XYZ Corp. Trend Analysis results will be compiled into printed image boards for discussion with XYZ corp.

Phase 2: ?

Describe what will take place during the second phase

Phase 3: ?

Describe what will take place during the third phase

Phase 4: ?

Describe what will take place during the fourth phase

Deliverables

Phase 1 Deliverables:

- Digital slide presentation of findings from research
- Digital slide presentation of brand analysis
- Printed image boards that benchmark relevant trends
- be specific about quantities and format where possible

Phase 2 Deliverables:

- ?

Phase 3 Deliverables:

- ?

Schedule Phase 1: ? weeks
Phase 2: ? weeks
Phase 3: ? weeks
Phase 4: ? weeks

These timeframes assume ongoing access to the client and timely approvals. A start date for phases will be determined upon acceptance of the project proposal, however John Doe generally begins work within 2 weeks from the acceptance.

Scope

Any further changes to the design or revisions are not covered under this proposal. As a committed partner, John Doe is open to assisting with the development and production beyond the phases outlined above. Because flexibility and iteration are often crucial in new product development, John Doe is open to modifying work contracts as the project dictates, as well as additional phases as needed.

Budget

Fee Structure

Work for this project is based on a fixed fee model. To formally accept the proposal, John Doe requires Phase 1 to be paid up front. Each subsequent phase will be billed at completion and work on the next phase will commence upon receipt of payment.

The professional fees outlined below cover John Doe's design services, but do not include expenses including but not limited to materials, supplies and third party services used for the execution of this project. John Doe will seek approval from the client for any single expense over \$100. Each billing period's invoice will include professional fees and any incurred expenses. These expenses typically amount to no more than 10% of the professional fees.

Professional Fees

Phase 1: \$X,XXX
Phase 2: \$X,XXX
Phase 3: \$X,XXX
Phase 4: \$XX,XXX

total = \$XX,XXX

Project Cancellation

John Doe is committed to the satisfaction of its clients. Should there be situation where there is concern the quality of service, John Doe will work with the client to resolve these concerns. However, should the client decide to terminate the project at any time before completion, the following cancellation penalty will be applied.

50% of the first phase's fee (\$X,XXX) is considered a commitment fee and is non-refundable. Should the client cancel the project prior to the completion of Phase 1, the fees of that phase will be prorated based on the hours spent up to the time of cancellation, based on John Doe's hourly rate (\$XX/hr). Should the project be cancelled at any time after Phase 1, the refund will be prorated on the latest payment fee.

Summary

I am pleased to present this proposal to XYZ Corp . I consider this proposal a starting point, and welcome discussions and questions regarding the information outlined here. Please contact me directly with any concerns or questions you may have.

John Doe

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