



PROJECT PROPOSAL

My Portfolio Website

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Proposed by:
Ankita Sanjay



About Me



Hi I am Ankita Sanjay, specialize in creating visually appealing designs, including posters, sketches, logo designs, and websites. I am seeking clients to showcase my skills and build a strong portfolio. This proposal outlines my services and approach to gaining clients.

BUSINESS DESCRIPTION:

My services include:

- **Poster Design:** Eye-catching posters for events, promotions, or campaigns.
- **Sketches:** Custom illustrations and sketches serving various creative needs.
- **Logo Design:** Crafting unique and memorable logos for businesses.
- **Website Design:** Creating portfolio websites to showcase your work and e-commerce sites like an Amazon clone.
- **Email Marketing:** Engaging email campaigns to reach and connect with your audience.
- **Flyer & Brochure Design:** Compelling print materials for marketing and informational purposes.
- **PowerPoint Presentation Design:** Professional slides to enhance your presentations.
- **Infographics:** Visual representations of data and information for clarity and impact.
- **E-book Covers:** Attractive covers that entice readers and reflect your content.

MARKET ANALYSIS:

There is a growing demand for creative design services, especially in the digital era where businesses require captivating visuals to stand out. My target market includes small businesses, startups, and individuals looking for professional design solutions at affordable rates.

OPERATIONS PLAN:

I work remotely, ensuring flexibility and accessibility for clients. Communication will primarily be through email, phone calls, and video meetings. For website projects, I will use web development tools and platforms to create user-friendly and responsive designs.

MARKETING AND SALES STRATEGY:

Online Portfolio: Showcase my work through an online portfolio to attract potential clients.

Social Media: Utilize platforms like Instagram, Facebook, and LinkedIn to share my designs and reach a wider audience.

Networking: Attend local events, workshops, and networking sessions to connect with potential clients and build relationships.

Referrals: Encourage satisfied clients to refer my services to others, offering incentives for successful referrals.

THANK YOU, AND I LOOK FORWARD TO
WORKING WITH YOU.