# Software Development Proposal Template

#### Prepared By:

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Willman Programming

#### Prepared for:

Bill Smith

Cars-2-U.

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## INTRODUCTION

Willman Programming would like to thank you for meeting with us today and discussing your company’s software project development requirements. We look forward to collaborating with you, and developing software tailored to your needs. We deliver innovative, captivating results, and have developed this strategic approach tailored to your specific needs in mind.

Within this proposal, please find all the relevant information requested to begin your software development journey with us. All the finer details including costs, delivery times and associated terms and conditions are included within this document. Please take the time to review the proposal, sign electronically and return to us at your earliest convenience.

Should you have any questions or queries, please do not hesitate to contact us. To learn more about us and our work, please visit our website: https://www.willmanprogramming.com.

We look forward to working with you and thank you again for choosing Willman Programming.

Sincerely,

Jacob Willman

Sales Representative and Developer

Of: Willman Programming

#### Our Biography

Willman Programming is one of the leading software development firms in the Waco/McLennan County area with 8 experience in the field. Through the years, we have acquired the experience and track record in providing exceptional service and customer satisfaction. Our focus is you. We understand that creating client-focused software services requires more than technical knowledge; it is for this reason that our staff are not only excellent software technicians but communicators as well. Not only do we provide stellar service for the duration of the project, but our post sale maintenance services extend far beyond the assignment itself.

#### Our Team - Meet Our Executives and Software Development Specialists:

Our dedicated team of professionals are here to ensure that your project is completed to your utmost satisfaction.



James Sutter

CEO



Kim Gillaspie

LEAD DEVELOPER

## PREVIOUS WORK

[Douglass Nissan of Waco | Nissan Dealership in Waco, TX](https://www.douglassnissanofwaco.com/)  
[New Ford & Used Car Dealer in Waco, TX | Bird Kultgen Ford](https://www.bkford.com/)

## CLIENT TESTIMONIALS

*"Willman Programming made managing our inventory and online shopping a breeze. Customers love the smooth login and browsing experience, and we’ve seen a big boost in sales. Highly recommend!"*

– **Sarah M.**, Owner, Sarah's Boutique  
  
*"The inventory system from Willman Programming is fast, reliable, and user-friendly. It’s made tracking stock and shopping simple for us and our customers. Fantastic work!"*

– **Tom R.**, Manager, Tecky Supplies

## EXECUTIVE SUMMARY

The proposed software project is an innovative program designed to streamline operations for businesses in the automotive sales industry. This application will feature a login page, customer page, and manager page, catering to both end-users and administrators.

The customer page will provide users with an intuitive interface to browse a catalog of cars and customizable packages. Customers can view detailed product descriptions, select options, and build a personalized shopping cart for streamlined purchasing.

The manager page will empower managers with comprehensive tools to oversee business operations. Key features include the ability to view and manage customer accounts, generate promotional codes and discounts to boost sales, process orders on behalf of customers, and efficiently handle inventory management.

By integrating these functionalities into a cohesive platform, this program will enhance customer experience, improve operational efficiency, and increase sales opportunities. The software is tailored to meet the needs of both customers and management, offering a robust solution for businesses looking to modernize and scale their operations.

## PROJECT SCOPE

#### Situation Analysis

Prior to commencement of the project, a thorough preparation and investigation into the software related issues will be conducted. We need to understand the successes and opportunities before we begin the transformation.

## OBJECTIVES

**The primary objective of this project is:**To develop a comprehensive and user-friendly software solution that enhances the customer shopping experience while streamlining management processes for automotive sales businesses.

**Objective 1:**Provide customers with an intuitive platform to browse cars and packages, build shopping carts, and seamlessly prepare for purchases.

**Objective 2:**Empower managers with tools to manage customer accounts, create and implement promo codes or discounts, process customer orders, and efficiently oversee inventory.

**Objective 3:**Ensure the system is secure, scalable, and reliable, with an emphasis on delivering a smooth and efficient experience for both customers and managers.

## TECHNOLOGY REQUIREMENTS

To complete the project, your operating system requirements are:

* Windows 10 or later
* macOS 11 or later
* Linux (Ubuntu 20.04 or later)

If you require assistance for system upgrades, please indicate here: [yes] [no]

Willman Programming will need to use the following software:

* Database Management System - SQL Server Management Studio (SSMS)
* Development Environment - Visual Studio Code

Willman Programming will need to use the following hardware:

* Standard Desktop with 16GB RAM and AMD 5 3600 Processor (or equivalent)
* Backup Storage Device for data redundancy

## RISK ASSESSMENT

Listed below are several potential issues that may arise during the course of this project. We will take all precautions necessary and assure you of the ultimate success of the project. Issues may range from simple lack of integration between downloaded software and services to something more complex. Ultimately, we identify problems, propose solutions, and solve the common recurring obstacles we encounter.

* **Issue 1:** Compatibility issues between the software and different operating systems.
* **Issue 2:** Delays in receiving feedback during development phases.
* **Issue 3:** Misalignment of user expectations with delivered features.

#### Technical Risks:

Here identify issues such as server capacity and other problems you believe may need upgrades before the commencement of the project.

* **Issue 1:** Insufficient server capacity to handle simultaneous logins and inventory updates.
* **Issue 2:** Network reliability issues impacting real-time updates for managers and customers.
* **Issue 3:** Potential integration challenges with third-party payment gateways.

#### Environment and Market Risks:

We identify outside forces that we may have no control over. They may have an impact on product launch, however, we do monitor and know our niche, and will take every precaution to mediate the problems.

Those obstacles may include: market forces, changing legislation and shift in market share.

* **Issue 1:** Sudden changes in government regulations for e-commerce and data security.
* **Issue 2:** Market fluctuations impacting demand for the software.
* **Issue 3:** Competitive pressure from other software providers with faster time-to-market.

#### Time and Financial Risks:

Willman Programming fully commits to stay on budget and finish the project within the allotted time frame. We do provide potential reasons for running over time and over a financial budget.

* **Issue 1:** Extended testing periods to address unforeseen bugs.
* **Issue 2:** Scope creep due to late-stage feature requests.
* **Issue 3:** Delays in integration of critical third-party APIs.

Suggested Solutions for Budgetary Risks:

* **Solution 1:** Enforce strict scope management with clear deadlines for feature additions.
* **Solution 2:** Allocate contingency resources for unforeseen technical challenges.

#### Suggested Additional Options and Solutions

Upon fully examining the opportunities and scope of the project, several additional suggestions may be given to fully optimize the software and capitalize on the innovative approach and results we aim to achieve.

* **Addition 1:** Implement predictive analytics to help managers forecast inventory needs.
* **Addition 2:** Add customer feedback and rating features to refine the shopping experience.
* **Addition 3:** Enable multi-language support for broader market accessibility.

#### Suggested Integrations

We propose several integrations to create a harmonized and fully inclusive software for your company. To fully optimize the user experience and exceed industry standards, we make the software as user friendly as possible. Please see which integrations would suit you best, and suggest any we may have missed. It will make the interface much more interactive and make for a smooth transition from familiar to elevated.

* **Integration 1:** Integration with popular payment gateways (e.g., PayPal, Stripe).
* **Integration 2:** Integration with email marketing platforms for promotional campaigns.
* **Integration 3:** Integration with inventory tracking tools for automated stock updates.

## TIMELINE AND PROJECTED DEADLINES

Here list any and all processes you mean to implement, projected completion date and approximate number of hours each stage will take to complete.

| **PROJECT STAGE** | **PROJECTED COMPLETION DATE** | **HOURS** |
| --- | --- | --- |
| **Project analysis** | 01/27/2025 | 10 |
| **Risk assessment** | 02/03/2025 | 20 |
| **Project planning** | 02/10/2025 | 25 |
| **Client Data Importing** | 02/17/2025 | 7 |
| **Software Developing** | 03/03/2025 | 40 |
| **Software Testing** | 03/10/2025 | 30 |
| **Integrations** | 03/17/2025 | 25 |

## PRODUCT TESTING AND REFINEMENT

Prior to launch, Willman Programming will ensure full functionality and eliminate bugs and problems that may hinder optimal performance.

Example:

To ensure full and optimal functionality, we undertake the following procedure:

* **Solution 1:** Conduct rigorous end-to-end testing, including unit testing, integration testing, and system testing, to identify and fix bugs in all software components.
* **Solution 2:** Perform load and stress testing to ensure the system can handle high user traffic and large-scale inventory updates without performance degradation.
* **Solution 3:** Implement user testing with real-world scenarios to validate the software’s usability and functionality from both customer and manager perspectives.

## SOFTWARE LAUNCH PROCEDURE

1. **Pre-Launch (2-3 weeks before launch):**
   * Finalize testing to confirm all features are fully functional.
   * Set up the production environment, including servers and database configurations.
   * Train client staff on using the software and provide user manuals or guides.
   * Coordinate with stakeholders to establish a launch timeline and define success metrics.
2. **Soft Launch (1 week before full launch):**
   * Release the software to a small group of users for live testing and feedback.
   * Monitor system performance and address any minor issues that arise.
   * Verify the seamless integration of all third-party services.
3. **Full Launch:**
   * Deploy the software to all users and activate live operations.
   * Provide on-site or remote support to assist with initial user interactions.
   * Collaborate with the client’s marketing team to promote the software through email campaigns, social media, and other channels.
4. **Post-Launch Support (First 30 days):**
   * Offer 24/7 technical support to resolve any issues promptly.
   * Monitor system performance and gather user feedback to identify areas for improvement.
   * Roll out minor updates or patches as needed to enhance functionality.
5. **Long-Term Maintenance:**
   * Provide periodic software updates and enhancements to align with business growth.
   * Maintain an open line of communication to address client needs and feature requests.

**We are available for tech support 24/7 during and after the launch to ensure your peace of mind.** This thorough launch procedure ensures the software is deployed smoothly, adopted effectively, and supported continuously.

## OUR PROMISE

#### Technical Support

If you encounter any issues with software functionality, do not hesitate to reach out to us. We are committed to ensuring your experience is smooth and hassle-free. Listed below are our support details and accessibility:

* **24/7 Online and Telephone Support**
* **Email:** support@willmanprogramming.com
* **Telephone:** (254) 744-6629
* **Slack:** willmanprogramming.slack.com/support

Our team is always ready to assist with troubleshooting, updates, or any technical concerns to ensure your operations run seamlessly.

#### Training:

Willman Programming wants you to be able to use your new software to its full potential. To that end, training will be provided by our staff:

Training Procedure:

1. **1-on-1 Virtual Training**
   * Conducted over Zoom or Google Meet.
   * Each session will be tailored to the user’s role (customer interface or manager interface).
   * Duration: 1-2 hours per session
2. **Group Virtual Training**
   * Designed for larger teams.
   * Covers all features of the software, with breakout sessions for role-specific training.
   * Duration: 3-4 hours
3. **1-on-1 In-Person Training**
   * Available on request for local clients.
   * Focused on hands-on guidance and real-world application.
   * Duration: 1-2 hours per session
4. **Comprehensive User Manual**
   * A detailed PDF manual provided to all participants for future reference.
   * Includes step-by-step instructions, screenshots, and troubleshooting tips.

#### Warranty and Guarantee

Willman Programming is invested in your success. During the duration of the project, Willman Programming will take all precautions and perform tests to ensure full functionality of the installed software. The project is 100% guaranteed for the duration of the development and implementation stage. Thereafter, for a period of 90 days, our services will be available to you for no additional cost. After the aforementioned time period, we are open to discussing further warranty and associated costs.

## YOUR INVESTMENT

Willman Programming software development is billed by the hour at a rate of $140. Project Launch and ongoing support is billed at $100. The whole project will be divided into the sections mentioned under “project scope” to “launch procedure” to accommodate for timely deliverables, time delays, etc. We guarantee satisfaction from beginning to end of our project together.

## TERMS AND CONDITIONS

#### Compensation:

Payments are only accepted in USD by Money Order, PayPal, or CashApp.

Willman Programming will provide invoices to Cars-2-U upon completion of each section of the project.

Payment may be completed up to 14 days after the receipt of invoice. If payment is not received, Cars-2-U and Willman Programming will reach an agreement for a payment scheme which must be adhered to.

All applicable taxes for services rendered shall be paid by Cars-2-U;

Failure to comply with the payment schedule will result in breach of contract, termination of the contract and a cessation of the working relationship. Additional fees may be accrued as well as possible legal action.

If travel expenses are to be incurred by Willman Programming, the cost shall be partially compensated by Cars-2-U; A set portion of 60% will be compensated by Cars-2-U.

Miscellaneous expenses on the part of Willman Programming, shall be kept track of – receipts and other, and submitted to Cars-2-U at set intervals of 2 months. Only pre-approved costs will be considered and paid by Cars-2-U. Alcohol or any other controlled substance is not a permitted expense.

#### Contractual Relationship of Parties

A) Upon signing this proposal, Willman Programming and Cars-2-U will enter into a legally binding contractual agreement which will terminate at the agreed upon date.

B) Upon signing this proposal, both parties agree that they are independent contractors, and the relationship between them does not constitute a joint venture of any means.

#### Independent Contractors:

Both Willman Programming and Cars-2-U agree to enter into this agreement as free agents and no other agreement apart from this one exists between. This includes, but not limited to: partnership, joint venture or any other business agreement.

#### Terms and Conditions of Agreement:

Upon signing this proposal, both parties agree to collaborate for the agreed upon time frame of: [provide a time frame]. The parties may agree to extend the contract beyond the agreed upon time. Please contact Willman Programming to renegotiate the terms. Extensions are subject to availability.

#### Permissions and Approvals:

Cars-2-U agrees to provide Willman Programming any necessary material (code, data..) to complete the desired project. All information provided will be held in strictest confidence and is bound by privacy and security measures.

#### Intellectual Property

Willman Programming and Cars-2-U agree that any intellectual property created during the project will be in the sole ownership of Willman Programming.

#### Audit:

Both Cars-2-U and Willman Programming agree to retain all documents pertaining to the above project and services rendered therein for a period of 5 years. Failure to provide the documents upon inspection shall result in breach of contract and a penalty of 30% of project total.

#### Project Exclusivity

Cars-2-U agrees that Willman Programming is the sole provider of services for this undersigned project. Neither party will assign responsibilities to outside assistance unless agreed upon by both Cars-2-U and Willman Programming.

#### Limitation of Liability

Willman Programming is not liable for changes made to the website/blogs or other media projects that limit/ impede the functionality of pages prior to, or after the completion of the project.

#### Termination and Renewal of Services

If either Cars-2-U or Willman Programming decide to terminate the working relationship, a notice period of 15 days must be provided by either party prior to termination.

#### Security and Warranty

Willman Programming agrees that all work will be completed in the allotted time frame. If delays occur, a re-negotiation of terms will be proposed.

#### Confidentiality

Willman Programming and Cars-2-U agree that all information provided during the working relationship will be held in strictest confidence. Neither party shall disclose details of the project unless explicitly permitted to do so by Willman Programming and/or Cars-2-U. The privacy stipulation will be enforced for a period of 5 years, whereupon only work specifically done by Willman Programming shall be disclosed.

## AGREEMENT TO SERVICES PROVIDED

Please initial each page and sign the below to indicate you have read, understood and agree to the terms and conditions stipulated in the above agreement.

Cars-2-U

Bill Smith

***Bill Smith***

Willman Programming

***Jacob Willman***

Jacob Willman