

# **M.O.P Vaishnav College for Women**



**ENGLISH-IV  
SEMESTER-IV**

**(BUSINESS PROPOSAL)**

**SMART STARTERS  
(TUTORING)**

**Submitted to  
Ms. KEERTHANAA**

**Submitted by  
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# **BUSINESS PROPOSAL**

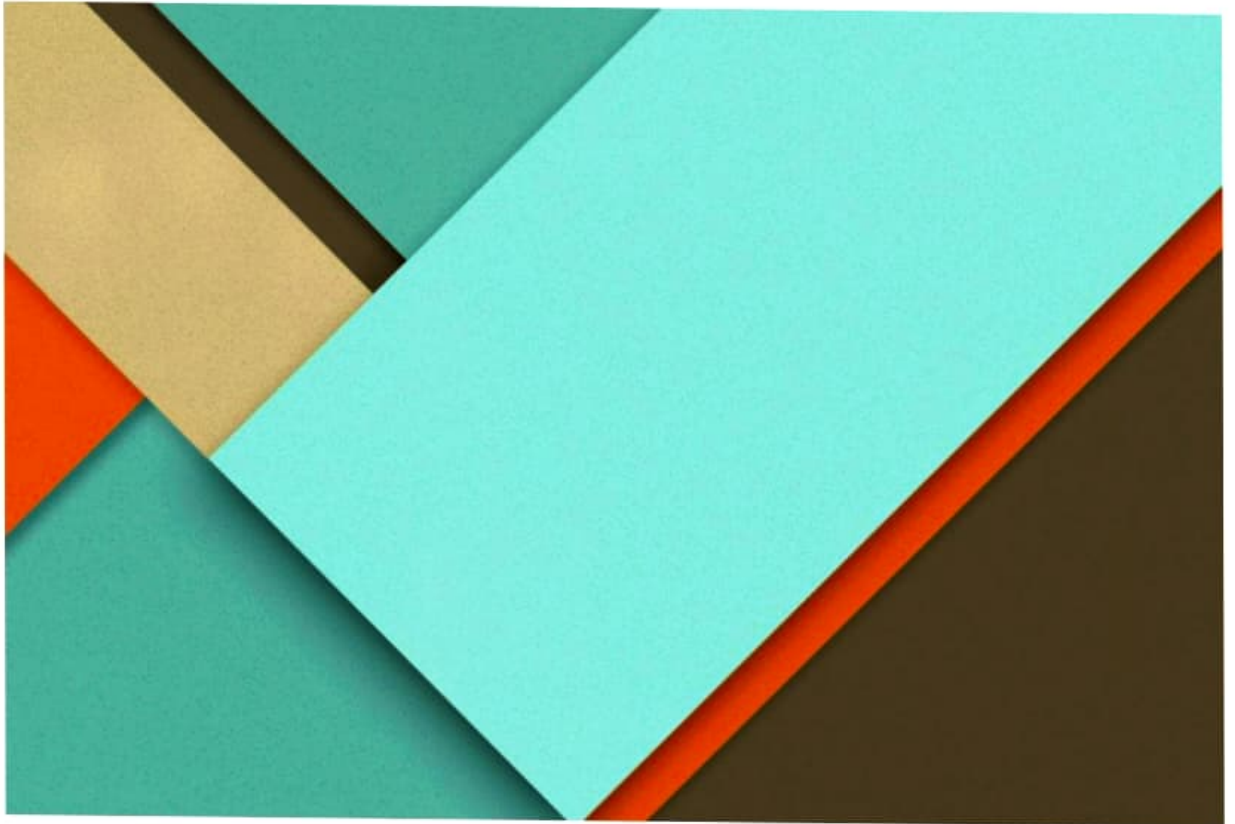
LIFESTYLE, a leading graphic design firm, employs AI to deliver innovative visual solutions. By leveraging AI techniques like image recognition and automated design, they transform brands effectively. A unique logo is crucial for brand recognition and attracting customers. Their solution involves refining algorithms, incorporating user feedback, and ensuring ethical AI use. Market strategies include developing AI-powered tools, user-friendly interfaces, promoting team collaboration, and continuous innovation. Their design service process includes contract signing, brainstorming, logo development, and final delivery. LIFESTYLE emphasizes collaboration with clients to create the perfect logo for their unique organization.

Here we will also be using many types for strategies like:

## **SCOPE OF WORK**

- **DIGITAL DESIGN**
- **MARKETING COLLATERAL**
- **DESIGN APPROACH**
- **TIMELINE AND DELIVERABLES**
- **COST AND PRICING**

And we will be using some steps for design making service which will be explained briefly in the final draft



# BUSINESS PROPOSAL

## GRAPHIC DESIGN

**SANGAVI K**

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## INTRODUCTION:

Thank you for considering [LIFE STYLE] for your graphic design needs. We are excited about the opportunity to collaborate with you and bring your vision to life through creative and impactful design solutions.

## COMPANY OVERVIEW:

[LIFE STYLE] is a full-service graphic design agency specializing in [mention specific areas of expertise, e.g., branding, digital marketing, print design]. With a team of experienced designers and a passion for innovation, we have successfully helped numerous clients across various industries achieve their design goals.

## CLIENT NEED ANALYSIS:

Before diving into the specifics of the project, we would like to gain a deeper understanding of your needs, objectives, and target audience. By understanding your brand identity and market positioning, we can tailor our design solutions to effectively communicate your message and resonate with your audience.

## SCOPE OF WORK:

Based on our initial discussions and analysis of your requirements, we propose the following scope of work:

**Logo Design:** Creation of a unique and memorable logo that captures the essence of your brand.

**Brand Identity:** Development of a cohesive brand identity system, including color palette, typography, and brand guidelines.

**Marketing Collateral:** Design of various marketing materials such as business cards, brochures, and flyers to promote your brand.

**Digital Design:** Creation of engaging digital assets for your website, social media channels, and email marketing campaigns.

**Ongoing Support:** Continued support and collaboration to ensure consistency across all brand touchpoints and to address any future design needs.



## DESIGN APPROACH:-

At [LIFE STYLE], we believe in a collaborative and iterative design process. We will work closely with you to understand your preferences and feedback, ensuring that the final deliverables not only meet but exceed your expectations. Our goal is to create designs that not only look great but also effectively communicate your message and drive results.



## **TIMELINE AND DELIVERABLES:**

We propose the following timeline for the project:

Initial Consultation and Discovery: [12-1-2024]

Design Concepts Presentation: [14-1-2024]

Revisions and Finalization: [21-1-2024]

Delivery of Final Files: [24-1-2024]

## **COST AND PRICING:**

Our pricing for this project is based on the scope of work outlined above and will be provided in a detailed proposal upon request. We offer competitive rates and flexible payment options to accommodate your budget and timeline.



## CONCLUSION:-

Thank you for considering [LIFE STYLE] for your graphic design needs. We are committed to delivering high-quality design solutions that help you achieve your business objectives and stand out in the market. We look forward to the opportunity to collaborate with you and bring your vision to life.