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Your Company

123 Your Street
Your City, ST 12345
(123) 456 - 7890

Product Brochure

September 04, 20XX

Product Overview

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SOFTWARE DEVELOPMENT PROPOSAL

PREPARED FOR

Client's name

Client's company name

PREPARED BY

Your name

Your company name

[YOUR COMPANY'S LETTERHEAD]

JUN 07, 20XX

CLIENT'S NAME
CLIENT'S COMPANY NAME

123 CLIENT STREET
CLIENT CITY, ST 12345

Dear [CLIENT'S NAME],

Re: Enclosed Software Development Proposal

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

At [YOUR COMPANY'S NAME] 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 [YEARS] of development in this area and our previous clients include [PREVIOUS CLIENTS]. 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 [WEBSITE] 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,

[YOUR NAME]



EXECUTIVE SUMMARY

[150-600 word summary of the report that provides a high-level overview of the project]

Signed as accepted by client:

[NAME], [TITLE]

[DATE]

1. Project Overview

[A detailed description of the project stating the aims, scope and intended operation]

2. Obstacles

[A description of the possible risks involved with the project and how you will manage them]

3. Technical Obstacles

[Any technical obstacles like integration between different systems, as well as mitigation strategies]

4. Industry and Market Risks

[Any industry or market-related risks]



PandaDoc tip | These might include the technology becoming outmoded during development or after launch or a decrease in the userbase of a core part of the software (i.e. Facebook apps are dependant upon Facebook users). For each risk explain about mitigation through best practice development, future-proofing and, if applicable, modular development.

5. Budgetary Risks

[Budgetary risks]



PandaDoc tip | These might include missed deadlines and going over-budget. Consider explaining how the milestone and reporting process (below) will mitigate such risks.

6. Hardware

[The hardware that the proposed software will be compatible with]

7. Software

[A list of software technologies that will be used in the development of the proposed software]

8. Milestones and Reporting

Total estimation of man hours: 226

Milestone	Tasks	Reporting	Hrs	Date
1 - Analysis				
1.1	Analysis and design stage, gather data and create system mockup	None	20	20/01/15
1.2	Architecture design	None	4	01/02/15
1.3	Design work plan (distribution of tasks to development teams)	Client meeting to review work plan	10	07/02/15
2 - Development				
2.1	Create database	None	5	14/02/15
2.2	Import existing client data	None	5	21/02/15
2.3	Clean data	None	5	28/02/15
2.4	Create GUI	Client meeting to review GUI	30	01/04/15
2.5	Integration with PaperlessOffice.net	None	10	14/04/15
2.6	Integration with smartphone network	Email report	10	21/04/15
3 - Testing				
3.1	Alpha testing desktop application (Closed)	Email report	25	07/05/15
3.2	Alpha testing smartphone application (Closed)	None	25	14/05/15
3.3	Open Beta (volunteer employees)	Client meeting	22	21/05/15
3.4	Finalise documentation	None	20	28/05/15

4 - Deployment				
4.1	Deployment to desktops	None	5	01/06/15
4.2	Deployment to smartphones	None	10	07/06/15
5 - Training				
5.1	Inhouse training	Client meeting	16	14/06/15
5.2	AdHoc training	None	4	30/06/15