Aidan Caulfield  
Proposal for Services

For Deep Dish Pizzeria

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| Tip icon | *The proposal for services is at the heart of an independent contractor’s sales tool kit. It combines key company information, your unique selling proposition, and your knowledge of a client’s needs and wants into a single document that can also serve as a basis for contract negotiations.*  *Use this sample proposal as an outline for developing your own.*  *To delete any shaded tips (like this one), just select the tip text and then press the spacebar.*  *The sample content throughout this proposal includes placeholder content for you to replace with your own.* |

# Overview

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| Tip icon | *Use the overview to provide a brief summary of the reason for the proposal, and how you can best support the client’s needs. You can expand on this summary throughout the rest of the proposal.* |

Aidan Caulfield is pleased to submit this proposal for services to support Deep Dish Pizzeria in achieving its goals for improving customer satisfaction by providing a website with a menu of food you can order at the restaurant and locations of the restaurants. Along with this, the website will provide a way to order food online for takeout and delivery.

## The Objective

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| Tip icon | *Include a purpose statement that covers the problem and the key theme around your solution. Restate the client’s needs as determined by reading their RFP or your previous interview process.* |

* Provide an easy way for customers to order their food in advance for pickup and delivery as the only way to do it currently is calling the store
* Provide an online menu so customers have an idea of the selection of food at the restaurant before coming in (right now they are unable to see the menu until they come in the restaurant).
* Allow a way for customers to leave feedback and reviews of the restaurant so the staff will know what to do and improve at the restaurant

## The Opportunity

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| Tip icon | *Include major points and identify the opportunity. Restate the client’s project goals you identified previously (such as via RFP, interview, etc.).* |

* Goal #1: Create a website with a user-friendly and easy to use interface
* Goal #2: Provide an efficient method of ordering food on the website
* Goal #3: Monitor sales volume, return rates, and key satisfaction metrics for 6 weeks following training

## The Solution

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| Tip icon | *Include recommendations that lead to your proposed solution. Summarize what you’re proposing to do and how you’re going to meet the goals. You’ll be able to expand on the details within the ‘Our Proposal’ section.* |

* Recommendation #1: Create a website on which customers can order food and view the menu of food at the restaurant
* Recommendation #2: Have someone ready to take deliveries and pickup orders at the restaurant
* Recommendation #3: Setup a computer within the restaurant to view a list of orders and manage the website

# Our Proposal

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| Tip icon | *Provide background information, including a brief background on your company and your understanding of the client’s needs and specific issues to be addressed. You may also choose to include the results of any related research, project history, and additional factors that impact the client’s needs, such as socio-economic trends or impending regulations.*  *Show your understanding of the benefits the client can expect. For example, describe the risks--what might be lost--if appropriate action is not taken and compare this to the benefits they can achieve with a positive course of action. If applicable, identify potential areas of concern for the client and how you can address them. Such items may be fundamental issues that appear trivial, but are often overlooked by competing proposals.*  *Describe how your capabilities and proposed solution align with the client’s goals for the project, including how your qualifications can uniquely address the current opportunity.* |

Deep Dish Pizzeria has a well-deserved reputation for quality customer service. However, faced with changes in distribution systems, economic impacts to transportation and logistics, and limitations that prevent taking full advantage of improvements in technology, Deep Dish Pizzeria faces the possibility of decreasing sales revenues due customer perceptions of slow delivery and services.

We have developed solutions to help businesses stay ahead of customer satisfaction trends and propose that Deep Dish Pizzeria implement a logistics solution focused on quick delivery and automation of many manual steps in your delivery process. Our solution is easily made and can enable Deep DIsh Pizzeria to fully realize the benefits of improved productivity and efficiency throughout the entire sales cycle. Most importantly, we provide the creation and development of this new website that ensures your staff can ramp up quickly and realize concrete improvements in sales closure, customer satisfaction, and sales metrics.

## Rationale

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| Tip icon | *Describe your reasons for developing the project as you have proposed it. You may need to justify why you have chosen your unique approach. Consider including the following points in your rationale.* |

* Research
* Market opportunities
* Alignment with mission
* Current resources/technology

## Execution Strategy

Our execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to managing deliverables. Following is a description of our project methods, including how the project will be developed, a proposed timeline of events, and reasons for why we suggest developing the project as described.

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| Tip icon | *Summarize your strategy based on your research into the client’s needs, your experience in providing similar services to other clients, etc.* |

* Find out what aspects of their restaurant are most important to them (what do they want on the website I make for them)
* Have made my own websites before using templates
* Am knowledgeable on web design and what looks appealing to those browsing a web page

## Technical/Project Approach

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| Tip icon | *Describe the details of how the project will be managed from start to finish. This will include your specific methodologies for completing deliverables, project management tools and techniques, communications with the client, methods to evaluate and mitigate risk, and how the project will be evaluated.* |

* Find out what the client would like on their website
* FInd out what the deadline is for the website
* Create a schedule timing how long each section of the website should be worked on for and what should be focused on

## Resources

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| Tip icon | *Describe the resources you have in place or plan to acquire, such as qualified contractors, facilities, and technology.* |

* A computer to develop the website on
* Software to create the website with HTML (Probably notepad++ and other software for more advanced code)

## Project Deliverables

Following is a complete list of all project deliverables:

|  |  |
| --- | --- |
| Deliverable | Description |
| Website | A website for your pizzeria |
| An online and refined menu | This menu will be redesigned and posted on the website with everything that can be ordered at Deep Dish Pizzeria |
| A way to order food online | We will provide a way for customers to order food online, both for delivery and pickup |

## Timeline for Execution

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| Tip icon | *Summarize the timeline of project-related events from start to finish.* |

Key project dates are outlined below. Dates are best-guess estimates and are subject to change until a contract is executed.

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| --- | --- |
| Tip icon | *In the table that follows, include all important dates related to the project, broken down by date and duration. The descriptions shown are for illustration purposes only: replace them with meaningful descriptions related to your project. Items can include such things as payment and project milestones, installation schedules, meetings, or reviews.* |

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Start Date | End Date | Duration |
| Project Start | 9/23/19 | 12/23/19 | 3 months |
| Basis of website created | 9/23/19 | 10/2/19 | 1.5 weeks |
| Graphics and detail of website are created | 10/2/19 | 10/16/19 | 2 weeks |
| Phase 1 Complete | 9/23/19 | 10/16/19 | 3.5 weeks |
| Online menu is added | 10/16/19 | 10/26/19 | 1.5 weeks |
| Contact info and method of ordering online are implemented | 10/26/19 | 11/9/19 | 2 weeks |
| Phase 2 Complete | 10/16/19 | 11/9/19 | 3.5 weeks |
| Review system is made | 11/9/19 | 11/30/19 | 3 weeks |
| Finishing touches and polishes are made to website | 11/30/19 | 12/23/19 | 3 weeks |
| Project End | 9/23/19 | 12/23/19 | 3 months |

## Supplied Material

The following materials are to be supplied by Deep Dish Pizzeria for this project. For Aidan Caulfield to meet project milestones, this material must be supplied on schedule. The due dates included in the following table represent our best guess based on current proposed project dates:

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| --- | --- |
| Materials to be supplied by Deep Dish Pizzeria | Due Date\* |
| Money | 12/23/19 |
| Contact info, including phone number, address, email and delivery information | 11/9/19 |
| Each item on the menu and its price | 10/26/19 |

*\*We cannot be responsible for cost overruns caused by client’s failure to deliver materials by agreed-upon due dates.*

# Expected Results

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| Tip icon | *Describe the results expected from the project and why your approach will achieve those results.* |

We expect our proposed solution to Deep Dish Pizzeria’s requirements to provide the following results:

## Financial Benefits

* Increase in popularity/customers coming in to eat at Deep Dish Pizzeria
* Increased income from the added easiness of delivering and ordering online
* Faster income from the efficiency of the online ordering function

## Technical Benefits

* Increased ratings and good reviews from the online review system
* Increased customers after looking online at the restaurant’s menu selection
* Increased customer satisfaction from the helpful website with many features

## Other Benefits

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| Tip icon | *Use this section to describe less tangible benefits such as increased morale or improved customer satisfaction.* |

More people will be intrigued to go to Deep Dish Pizzeria after visiting the website and seeing that they can order online or see the full menu before entering the restaurant,

# Pricing

The following table details the pricing for delivery of the services outlined in this proposal. This pricing is valid for ## days from the date of this proposal:

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| --- | --- |
| Services Cost Category #1 | Price |
| Website Creation | $75.00 |
| Delivery Service Integration | $50.00 |
| Rating System Integration | $35.00 |
| Total Services **Category #1** Costs | $160.00 |
| **Services Cost Category #2** |  |
| Facilities | $35.00 |
| License Fees | $35.00 |
| Integration | $20.00 |
| Marketing | $20.00 |
| Travel | $20.00 |
| Total Services **Category #2** Costs | $130.00 |
| **Services Cost Category #3** |  |
| Purchasing/Other Fees | $30.00 |
| Total Services **Category #3** Costs | $30.00 |
| Total |  |

Sample Disclaimer: Disclaimer: The prices listed in the preceding table are an estimate for the services discussed. This summary is not a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before a contract is executed.

# Qualifications

Aidan Caulfield is continually proven to be an industry leader for high quality/guaranteed product/service in the following ways:

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| Tip icon | *Describe what sets your company apart from your competition (your unique selling proposition).* |

* I am offering an affordable price for the deal in question
* I know the restaurant well and will be able to add a personal touch to the website
* I will be able to get the job done in a timely matter as it will be my main focus

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| Tip icon | *Describe the strengths of your company, focusing on specializations that are most relevant for this project. As appropriate, include additional strengths of your unique selling proposition that provide benefits the customer may not have articulated.*  *Identify qualifications that support your ability to address specific client needs for the project.*  *Provide information that shows how you can meet the required schedule, such as staffing/subcontractors and percentage of time devoted to the project.* |

Our company is an independent company that will provide an excellent price for exactly the type of website you are looking for. We are able to address your specific needs as we have prior experience in creating websites for local businesses and restaurants. We will be transparent and very communicative in what we are doing and what point we are currently at all times during the project and will make sure everything is the way you would like it.

# Conclusion

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| Tip icon | *Close out the proposal with a statement that demonstrates your concern for the client and their needs, your expertise, and your willingness to help them solve the issues in question. Include any expected next steps and note the ways they can get in touch with you.* |

We look forward to working with Deep Dish Pizzeria and supporting your efforts to improve your sales cycle with a brand new website. We are confident that we can meet the challenges ahead, and stand ready to partner with you in delivering a boost in sales and more recognition.

If you have questions on this proposal, feel free to contact Aidan Caulfield at your convenience by [acaulf@outlook.com](mailto:acaulf@outlook.com). We will be in touch with you next week to arrange a follow-up conversation on the proposal.

Thank you for your consideration,

Aidan Caulfield