Executive Summary

Pet’s-R-Us

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One of the most noble work some do is to take in pets and make them part of the family. It takes a special kind of person, focused on the well being and development of that pet. Pet’s-R-Us not only helps to adopt pets in need but also provides the services and products crucial to their well-being. Sometimes pet owners need a little help to know how to work with their new family member an area which Pet’s-R-Us is taking interest in. It is crucial to place a marketing campaign for the grooming and training services. The ability to make appointments should be a focal part of the website.

Understanding resources in terms of staffing and availability must be taken into account in creating an appointment feature. The fewer the available openings, the harder it will be to accommodate clients busy schedule. Once staffing is known, a calendar with time listings can be implemented into the current website. Clients must be able to have access to the calendar feature as a primal focus of the site at least after launch. Be prepared to also provide education about the new services being offered and their value.

Focus on ease of use, simplicity and commonality with current appointment setting software so that potential clients can learn to use the feature quickly. Implementing reminders both as a type of advertisement as well as a tracking functionality will allow for more conversions as well as less confusion. There are very good programs available to achieve all of these requirements. Allow me to suggest the WordPress platform. One of the most important things in having an appointment functionality is access. Access to the calendar as well as tracking of orders which also includes customer feedback. The Wordpress platform has a functionality called “Woocommerce Bookings” which is the clear industry standard. This functionality is very detailed and can be customized to your needs. Choose varying prices for pet sizes, duration of session, the type of service and much more. Display the available slots for that day and clients can receive a quote immediately. Furthermore, the customer will receive an email notification with all their appointment details and the price. In the dashboard, bookings are displayed and can be assigned to staff members.

With years of experience in the WordPress platform, there is a lot of knowledge and expertise accessible with this offer. No time will be spent on training rather conceptualizing and building out functionality necessary to achieve success in the new services campaign. Having implemented this platform before it is a rather quick and easy process. A distinct aspect is that understanding that at a certain point the project will need to be handed over without any strings attached. That means that this solution has a built-in purpose which is to allow your team to take over the functionality with ease.

Working with a prestigious company such as Pet’s-R-Us will be an honor. We understand the hard work of finding people to adopt pets and finding their forever homes. It is exciting to see how Pet’s-R-Us has so much to offer to pet owners and by being a part of your mission we will achieve great success. Together we can bring greater awareness and training to pet owners who need it so desperately. This mission will inevitably benefit all wonderful pets in need. This strategy is extremely profitable and has a high yield of return because of its simplicity and implementation.

Let’s begin the journey of assisting pets and their owners with more of the tools they need to be successful. You can expect a great product geared towards your mission of providing pets a better life.

RFP Components

- An **Introduction** is necessary to show the research and intent behind a proposal. The introduction allows the client to build confidence in the vendor; that their goals are understood and will be a focal part of the project.

- The **solution** is necessary to provide the client a view into how a vendor looks at a problem and conceptualizes steps to take to find an answer. In this component, ideas can be implemented in order to provide even further proof of concept and design conventions offered by a vendor. Ensures also to satisfy any concern the initial RFP has.

- The **hardware/software** component is most technical and detailed. This component includes what is needed to support the solution in terms of resources. Taken into consideration is also the software of those who will be using the application and tailored to function in all of the differing platforms outlined. Programming languages can also be included if required.

**- Methodology** digs even deeper into the why, how and what will be used to implement the project.

- In **staff**, credentials including experience is discussed to bring value and prestige.

- The **applicable project experience** is where a client is shown proof of concept from previously built solutions that can be applicable in the project. This gives the client a better idea of what to expect or at least an outlook into what their application can be.

- In the **price** section, a work breakdown structure can be displayed to show a line item description of costs in building the application. Included are also costs for meetings and if programs need to be purchased, the licenses for those programs is also added.

**- Schedule** is one of the most important aspects. Vendors are held accountable for timely completion of a project but a lot of times have to wait for materials from the client.

- In the proposal an **authorization** to begin work is important because it specifies the intent to work for that company as well as the acceptance of the project and its obligations by both sides.

- In the **appendices**, there is an opportunity to show further proof that the company should be chosen. Add-ons that the client may not have been expecting but that can contribute to the project can be introduced.

The **executive summary portrays** a shorter version of the proposal that highlights the most important points. The summary explains the problem and how the solution can be implemented. **Concept screens** allows the client to get a graphical representation of the abilities of a vendor. It is important because the client can get a sense of the experience and interest of a vendor.

Assumptions

1. The client is not technical. Along with this assumption, the implementation of a new website altogether instead of just an appointment setting feature is taken into account. The solution includes in part this assumption and the willingness to change over platforms if necessary to achieve a better overall website for the client.

2. Unrealistic time expectation. The client states that the ability to make appointments is needed quickly. This fact points out an assumption that the client has not yet thought about the length of time it technically takes to add this feature and mold it into their current platform.

3. Project scope is broad or unsure. The client either needs a complete website or just the appointment booking functionality. It can be somewhat unclear which leaves room for explanation as to what exactly the client needs. Understanding this point will help in project scope and time it will take to implement as well as what technologies need to be used.

Clarifying Questions

1. What is a range of expenditure for this project?

2. Are there other vendors bidding?

3. Will there be an in person presentation for the bid?

4. How many clients do you expect to use the application?

5. Has any other vendor attempted this project if so, why choose a new vendor?