

Dear Howard and Jeff,

We are thrilled by the prospect of collaborating with B-O-F to transform your website to more accurately reflect your market leadership and tell your story.

B-O-F stands out in the industry as the pioneer in gravity-flow shelving, and you are making significant strides into broader merchandising solutions. This evolution presents a remarkable opportunity for growth, driven by several key advantages:

- **"Thinking"** – You are a solution-oriented company, bringing deep experience in retail environments and innovative thinking to your customers and crafting merchandising solutions to solve problems they didn't even know existed.
- **Business Value** – You can quantify the impact of your solutions through increased revenue, reduced costs and improved customer experience
- **Product Differentiation** – Your solutions boast unique features that improve the shopping experience and retail operations at a level of detail competitors don't see.
- **Customer-Centric Service** – Your commitment to solving customer problems with intentionality from design to delivery to ongoing maintenance and management makes each client feel valued.

A well-crafted website is crucial in narrating this unique story. It will build trust and credibility throughout the extended, high-touch sales cycle. Ultimately supporting the B-O-F sales team as they start conversations with the C-suite, and supporting efforts to engage category, merchandising and operations leaders across the retail landscape.

After getting to know you and learning about your business thus far, we're excited about the category and the growth trajectory of your company. We appreciate the openness and collaborative nature of our discussions so far, and we want to be a part of writing the next chapter of B-O-F's growth story.

The subsequent sections of this proposal outline our approach, detailed cost analysis, project timeline and references. We have also created a dedicated portal to provide easy access to relevant materials – including our company profile, team credentials and relevant work that underscores what we can achieve for B-O-F.

You can access it at: [www.TheMXGroup.com/BOF/](http://www.TheMXGroup.com/BOF/) Password: Growth-Partner.

We are eager to bring our passion for B2B marketing and our proven track record to your team as your partner in driving growth at B-O-F.

Sincerely,

The MX Team

## Project Description

MX will design and develop a new website at [www.BOFcorp.com](http://www.BOFcorp.com). The scope of work includes the website strategy, information architecture, technical architecture, visual design system, content creation (inclusive of 3D renderings, animations and written copy), site development, launch and ongoing maintenance.

## Our Brief

The B-O-F website must evolve beyond a catalog of products to become a powerful brand storytelling tool. The goal is to reposition the site as a strategic platform that speaks directly to senior decision-makers and reflects the full scope of B-O-F's innovation, precision and impact.

### Key Objectives:

- **Broaden Brand Perception:** Redesign the website to tell a more complete story about B-O-F – its people, approach and process – so it resonates with a C-suite audience seeking innovative ways to elevate their retail environments and improve ROI.
- **Establish Trust and Authority:** Build credibility through content that demonstrates expertise, thoughtfulness and a deep understanding of the challenges your customers face across multiple retail channels.
- **Align with the Buyer Journey:** Structure content around the real needs of your buyers – both decision-makers and influencers – to support the full sales cycle and reinforce confidence at every touchpoint.
- **Showcase Differentiation:** Bring premium products and engineering advantages to life through richer storytelling, interactivity and evidence of value.
- **Enable Market Expansion:** Position the brand to engage buyers beyond your core verticals by demonstrating the adaptability of your solutions for a wider set of partners – including retailers like Cricket Wireless, Home Depot and Dick's Sporting Goods.

## Initial Point of View

B-O-F doesn't just manufacture shelving – it reimagines retail environments. And that mindset must come through loud and clear on your new website.

The website must do more than showcase products – it must position B-O-F as a visionary partner, a category challenger and a driver of retail innovation. This is a brand that **thinks differently, builds differently and delivers differently.**

We see a clear opportunity to use the site to:

### Surface B-O-F's Strategic Intelligence

- Highlight **"Thinking"** as much as the **"Things,"** showcasing B-O-F's POV on the retail landscape, innovation in shelving and success stories.

- Present B-O-F as a thought leader and show how B-O-F's design approach solves trending challenges at retail.

### Craft a Challenger Narrative

- Build a brand voice that's assertive, confident and forward-looking – intentionally styled to disrupt the status quo.
- Use headlines, UX language and microcopy that reflects swagger without arrogance.
- Lead with problems the market accepts – and show how B-O-F refuses to settle.

### Showcase Product Brilliance with Precision

- Use **3D animations** and/or **interactive visualizations** to highlight features and details that differentiate B-O-F's shelving – form, function, flexibility.
- Feature **dynamic comparison tools** that show how B-O-F outperforms competitors.
- Highlight the **design + engineering craft** behind each solution through short “story behind the system” modules.

### Design Content for Each Buyer Persona

- **Specifiers:** Access to technical detail, performance specs, product comparisons and a clear value narrative.
- **Operations:** Insights into ease of implementation, durability and support resources.
- **In-Store Ops:** Real-world imagery, ease of use and maintenance content with a mobile-first UX.
- **Procurement:** ROI arguments, TCO breakdowns, purchase pathways and supplier credentials.
- **Employees:** Elevate the Careers section with modular content blocks for culture, leadership, benefits, open roles and stories from the field.

### Redesign for Versatility and Market Expansion

- Position your solutions for use cases beyond current verticals – highlight adaptability across formats (convenience, big box, quick-serve, etc.).
- Use the homepage and solution pages to tell verticalized stories that scale across industries.

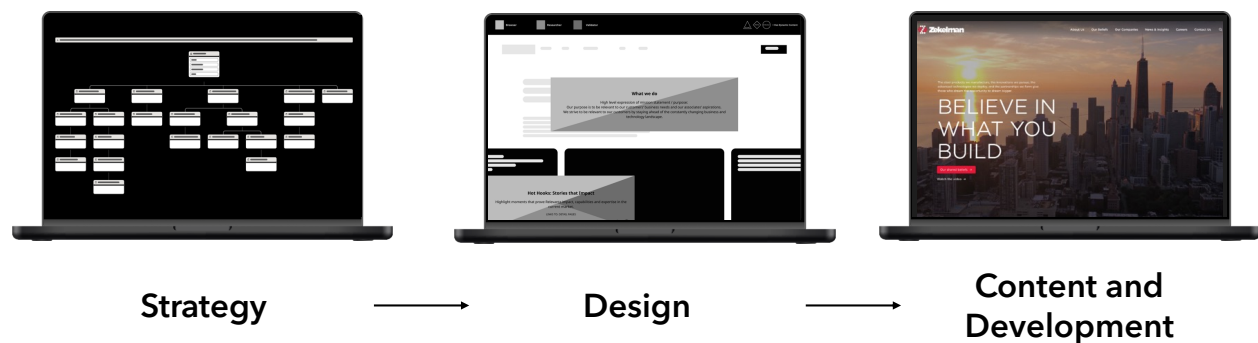
### Create a Visual Identity That Signals Excellence

- Refresh the site's typography, palette and motion system to reflect modernity, confidence and premium engineering.
- Ensure every visual element reinforces the B-O-F brand as “premium utility” – smart, scalable and beautiful.

While much of this proposal outlines what your new website will communicate and how it will function, [this section in the appendix](#) offers a deeper look at some of our initial thinking around messaging options that could be used to highlight the value that sets B-O-F apart.

## Our Approach

Our website process is purpose-built to craft compelling digital experiences that drive measurable business impact, aligning your strategic goals with the needs and expectations of your customers.



### Step 1: Strategy

We begin with strategy, leveraging existing knowledge of your business and enriching it with more detailed conversations that create strategic guidance and further refine the project scope. This phase is structured to define critical insights across your business, competitors, project objectives and target audiences. These insights inform the development of messaging and serve as the foundation for the site's information architecture and content strategy.

Through desk and competitive research, customer interviews, a discovery session, a factory tour and a comprehensive product review, we will define and validate:

- Site goals and baseline KPIs
- Competitor messaging analysis
- Content needs and existing gaps
- User experience strengths and weaknesses
- Approach and gain input
- Selections for renders, animations and presentation style

### Deliverables

- **Shared Knowledge:** Agency team gains deep familiarity with B.O.F's customers, markets, products, and business needs to enable agile support across all initiatives
- **Experience Brief:**
  - Articulation of the site strategy to inform design
  - Detailed audience segmentation (4 primary buyers, 2 non-buyer roles)
  - Definition of site goals and KPIs

- Content plan
- Career section strategy

## Step 2: Design

Next, we translate strategy into a defined user experience by developing the site's information architecture, visual identity, content structure and technology plan. We identify high-engagement moments and determine how to elevate them through interactive experiences or other design techniques.

Our design process progresses through stages, with reviews and revisions along the way.

### Deliverables

- Defined site navigation and IA
- Page-level content mapping for each user segment
- Wireframes to visualize content and buyer journeys
- Visual concepts (overall aesthetic, design system, tone of voice)

## Step 3: Content Creation and Development

Next, we bring the site design to life – crafting all written, visual and interactive content in alignment with the design, voice and content strategy, and executing development with our in-house resources. Our development team ensures full integration, testing and launch readiness.

For the purposes of estimating, we've provided details on our initial activities and assumptions:

- Page design, copywriting and content development for the site. We estimate:
  - 10-15 newly written pages (e.g., the "Thinking" section)
  - 35-40 re-written pages (e.g., product, company pages)
- Site and page optimization for human and AI search to control the narrative and build trust and authority, including conducting keyword research and optimizing content to rank for relevant industry searches, and improving on-page SEO (metadata, internal linking, structured data).
- Create an updated website analytics dashboard that provides insights to support the sales process.
- Front-end and back-end development in WordPress to:
  - Build fully responsive templates for all key page types to optimize the experience across different device types
  - Configure custom post types and taxonomies as appropriate to support scalable content management
  - Implement performance enhancements, accessibility standards and security best practices

- Set up WordPress theme and plugin configurations in alignment with hosting and integration needs
- Conduct QA, cross-browser testing and staging reviews

## **Deliverables**

- Fully developed website with:
  - Integrated content and functionality
  - QA and user acceptance testing
  - NetSuite form integration
  - MAP and analytics integrations
  - Hosted environment on Pantheon
  - New performance/analytics dashboard
- Final product visualization package ([see appendix](#)):
  - Enhanced Existing Photography: 20 (All products)
  - 3D Animations: 7-10
  - In-Environment 3D Animations: 3-5

## Pricing

Website investments vary in range. We have provided a detailed breakdown below to demonstrate how we would invest your dollars to tell the B-O-F Story. Project pricing is fixed fee based on the scope of work defined above. Any significant changes to scope that will impact the fees will be provided in writing, and approved prior to work beginning. Critical assumptions and variables that impact actual costs are noted in the Assumptions.

Website Costs		Est. Cost
Step 1	<b>Strategy:</b> Shared Knowledge and Experience Brief	\$15,000
Step 2	<b>Design:</b> Information Architecture, Content Strategy, Visual Concepts	\$55,000
Step 3	<b>Content Creation:</b> Copywriting, design, image selection and SEO	\$60,000
	<b>Product Visualizations:</b> 3D Renders and Animations  <i>Actual cost will vary based on final mix and number of renders and animations</i>	\$35,000-50,000
	<b>Development:</b> Hosting environment configuration, website development, integrations, testing, site launch	\$115,000
	<b>Total Estimated Cost</b>	<b>\$280,000-295,000</b>

Post/Ongoing	
<b>Technical Maintenance and Optimization:</b> <ul style="list-style-type: none"> <li>Approximately 2x updates per month</li> <li>WordPress platform updates</li> <li>Plugin updates</li> <li>Regression testing</li> </ul>	\$600/month

<b>Hosting:</b> <ul style="list-style-type: none"> <li>• Dev, Test, Live environments provided on <b>Pantheon.io</b></li> <li>• Automated backups</li> <li>• SSL certificate auto provisioned and renewed</li> <li>• DevOps principles (workflow automation, monitoring, etc.)</li> </ul>	\$3,000/yr
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**Billing:**

- 25% to be invoiced at the end of the first month of the engagement
- 25% to be invoiced Month 2
- 25% to be invoiced Month 3
- 25% to be invoiced upon launch of the new site



## Timeline

The project timeline below is based on the proposal as structured. A more detailed timeline will be developed at the onset of the engagement that will incorporate specific dates aligned to specific requirements and the availability of B-O-F for review, approvals, etc.

Phase/Deliverable	Apr				May				Jun				Jul				Aug			
Strategy																				
Kick off																				
Interviews and research																				
Further site analysis (as required)																				
Experience Brief Development and Review																				
Design																				
Develop IA and Content Strategy																				
Creative Platform Design																				
Infrastructure and Integrations Definitions and Design																				
Development																				
Content Creation																				
Product Renders and Animation																				
Asset and Module Development																				
Back-end and Infrastructure Development																				
Content Integration																				
User Testing/UAT																				
Launch																				
Optimization																				

## Assumptions

- Technology Requirements/Changes from current:
  - CMS Platform: WordPress
  - Hosted Domestically: Pantheon. io
  - Email Hosting: SPF/Azure/Microsoft Exchange
  - CRM/Webforms: NetSuite integration
- Does not include licensing fees for stock assets or imagery.
- We anticipate requiring a yet to be determined number of 3D models for renders and animation of stocked/in situ fixtures. Costs will vary depending on number of items and selected items. Typical ranges are \$200-\$400 per item or package.
- Site Theory, Wireframes and Visual Designs receive a max of two rounds of review, single round of revisions.
- No language translation is required, English language content only.
- Does not include updates to product brochure PDFs or other downloadable documentation.
- The website will be optimized for viewing on all common desktops, laptops, tablets and smartphones.
- Does not include additional photo and video shoots if needed.
- CMS platform: We will continue to use WordPress as the Content Management System (CMS) for the website.
- Hosting: We recommend migrating the site to Pantheon.io for hosting, which is a leading provider known for WordPress performance and security.
- Max of 24 reusable modules to be designed and developed throughout the website.
- Integrations are limited to NetSuite forms and do not include integration with an Applicant Tracking System (ATS). We are open to evaluating and integrating systems should the need arise.
- QA activities include manual functional and integration testing along with SSL certifications, page load performance testing and disaster recovery. Stress testing and automation testing are not in scope.
- Out-of-pocket costs (licensing, hosting, plug-ins, analytics tools, stock imagery, etc.) are not included in this scope.

## References

We are proud of the work we do for our clients and the relationships we build in the process. But don't take our word for it; hear it from our clients themselves:

*"I'm absolutely thrilled with our new website, which represents months of dedication, collaboration and innovation. Our digital home has been revamped, and it's looking fantastic."*



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*"Our new brand stands as a beacon in the marketplace. It's about what we stand for. It speaks to our customers, distribution partners and all of our employees."*



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*"MX took the time to understand our business and our vision of water sustainability. As storytellers, they brought our company history and passion for driving energy-efficient, sustainable solutions to life."*



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# Appendix:

## Where Strategy Meets Execution:

These stories, visuals, and frameworks are examples of things we can use to showcase the real intelligence behind your work – the human insight, engineering discipline and service mindset that fuel your success.

### The B-O-F Timeline: Growth by Design

In addition to product launches and acquisitions, include milestones for expansions in service lines, operational infrastructure, customer success innovation and new market verticals.

### Executive Voice: Q&A with the CEO

One-pager with bold quote callouts and answers to 3-4 big questions:

- What problem is B-O-F really solving?
- What defines B-O-F's culture of innovation?
- Where do you see retail going, and how is B-O-F preparing for it?

### B-O-F's Strategic Approach Framework

A custom visual showing B-O-F's structured approach to problem-solving (e.g., Insight → Engineering → Merchandising Performance → Long-Term Partnership).

### Meet the Experts: Leadership Bios

Brief bios of 4-6 key people across design, engineering, operations and customer success – with personal quotes that show thoughtfulness and personality.

### Operational Intelligence: How B-O-F Builds Confidence

Visual snapshot of the design and prototyping process, manufacturing and QA flow and installation/support services.

### Retail Rollouts at Scale: Case Study Highlights

Quick case study snapshots showing your ability to move from insight to concept to pilot to full-scale deployment.

### Culture & Craft: A Day in the Life at B-O-F

Short photo essay or behind-the-scenes look at your design lab, shop floor or install crew.

### Awards & Recognition: Industry Validation That Reinforces Trust

A summary of key awards B-O-F has received for innovation, operational excellence and leadership.

## Product Visualization:

- **Retail Innovations (Enhanced Existing Photography)**
  - Demonstrate the retail innovations you come up with across the product line, using existing photography, enhanced to the newly defined visual style. *Note that all products will receive enhanced photography, but we will further select products for 3D rendered animations.*
- **Innovative Merchandising (3D Animation)**
  - We've identified 8 products for 3D rendered animations. We'll showcase the product in a neutral environment, with hotspots, text call outs and animation or "break-aways" to reveal key product features ([see example](#)).
  - The products selected for this tier align with your key points of differentiation of Increased Facings through greater shelf space (narrower posts and dividers) and longer shelves), Reduced Labor through always front stocked shelves and Reduced Maintenance and Cleaning through dual glide tracks and easy adjustments.
- **Improved Customer Experience (In-Environment 3D Animation)**
  - We will further demonstrate the improved customer experience of 3 products with animations that place the products in retail environment situations to demonstrate the impact of key products and features such as lighting, cascading shelves, price tag molding and premium finishes.

Product	Retail Innovations	Innovative Merchandising	Improved Customer Experience
	Enhanced Existing Photography	3D Animation	In-Environment 3D Animation
Milk Moover®	X	X	
Nyla-Track II®	X	X	
VersaRollerShelf®	X	X	X
VersaRack EZ Clean™	X	X	
Egg Mover®	X		
Milk Crate Moover®	X		
VersaPallet®	X		

VersaShelf RetroFit	X		
Versa Chemical	X		
Versa Dunnage	X		
Versa Humidor	X		
E-Z Track™	X	X	
Beer Caves	X		
Versa Wine	X		
Wine Bins	X	X	X
Keg Moover™	X		
PrestigeGuard™	X	X	
B-O-F Roller System	X		
B-O-F Lighting	X		X
Wine Gondola	X	X	