



# Software Development Proposal



Prepared for: [Client.Company]  
Prepared by: [Sender.FirstName] [Sender.LastName] [Sender.Company]

[LETTERHEAD]

[DATE]

[CLIENT.FirstName] [CLIENT.LastName]

[CLIENT.Company]

[CLIENT ADDRESS]

Dear [MR MS] [CLIENT.LastName],

Re: Enclosed Software Proposal

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

At [COMPANY] 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] 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,

[COMPANY.FirstName] [COMPANY.LastName]

[COMPANY.Company]

Enclosed

- 1. Project Overview
- 2. Obstacles
- 3. Technical Obstacles
- 4. Industry and Market Risks
- 5. Budgetary Risks
  - Technology Requirement (Software and Hardware)
- 6. Hardware
- 7. Software
- 8. Milestones and Reporting
- 9. Deployment
- 10. Testing
- 11. Documentation
- 12. Warranty
- 13. Support
- 14. Training
- 15. Pricing
- 16. Payment Terms
- 17. Contact Us

Executive Summary

[EXECUTIVE SUMMARY]

AS ACCEPTED BY [CLIENT.Company]

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[CLIENT.FirstName] [CLIENT.LastName]

[CLIENT CONTACT TITLE]

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# 1. Project Overview

[PROJECT OVERVIEW]

## **2. Obstacles**

## **3. Technical Obstacles**

[TECHNICAL OBSTACLES]

## **4. Industry and Market Risks**

[INDUSTRY AND MARKET RISKS]

## **5. Budgetary Risks**

[BUDGETARY RISKS]

## **Technology Requirement (Software and Hardware)**

## **6. Hardware**

## **7. Software**

# 8. Milestones and Reporting

- 1. Analysis
- 2. Development
- 3. Testing
- 4. Deployment
- 5. Training

MILESTONE	TASKS	REPORTING	HOURS	DATE

# 9. Deployment

The software will be distributed in the following manner/s:  
[DEPLOYMENT]

# 10. Testing

The testing process shall be as follows:  
[TESTING]

# 11. Documentation

The document provided will be as follows:

[DOCUMENTATION]

## **12. Warranty**

[WARRANTY]

## **13. Support**

[SUPPORT]

## **14. Training**

[TRAINING]

## **15. Pricing**

Our fee for seeing the project through from start to completion will be [FEE]. This is calculated at an hourly rate of [RATE].

## **16. Payment Terms**

We propose the following payment terms:

25% (25%)

Paid on acceptance of this proposal and signing of our software development agreement.

25% (50%)

Paid at completion of Milestone 1.

25% (75%)

Paid at completion of Milestone 2.

15% (90%)

Paid at completion of Milestone 3.

10% (100%)

Paid at completion of Milestone 4.

## **17. Contact Us**

You can get in touch with us in any of the below ways:

By Phone

[CELL NUMBER]      (Cellphone of [SALESMAN])

[OFFICE NUMBER]      (Main Reception)

By Email

[EMAIL ADDRESS]

By Fax

[FAX NUMBER]

On our website

[WEB URL]

By post

[ADDRESS]

If you would like to proceed with our proposal then you can sign the first page and return a copy to us by fax, email or post.

In any case please feel free to call us to discuss the quote, request more information or for any other reason.

We look forward to hearing from you soon!