

Business Proposal Template



Business Proposal

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Executive Summary

Client Overview	
Objective	
Proposed Solutions	
Key Outcomes	
Call to Action	

Problem Statement and Client Need

Current Situation	
Business Impact	
Source and Validation	

Proposed Solution

Component	Explanation

Benefits and Value Proposition

Benefit Category	Client Value

Scope of Work and Deliverables

Phase	Description	Timeline	Owner
Phase 1			
Phase 2			
Phase 3			
Phase 4			
Phase 5			

Pricing and Investment

Service / Item	Quantity / Period	Unit Cost	Line Total
Total Investment			

Payment Terms

Timeline

Milestone	Target Date	Notes

Terms and Conditions

Clause	Description

Call to Action and Acceptance

Item	Description

Appendices

Appendix	Description
Appendix A	
Appendix B	
Appendix C	
Appendix D	

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