YOUR LOGO

PROPOSAL · RESTAURANTS AND CLOUD KITCHENS

Proposal for Client name

Ordering, marketing and loyalty services, prepared for your team.

Prepared for Name **By** Your name **Date** DD/MM/YYYY

EXECUTIVE SUMMARY

Client name wants the outcome they described. We will deliver direct ordering page and menu shoot and copy, measured by direct orders a week.

Direct ordering page

Why it matters to the client

Menu shoot and copy

Why it matters to the client

Listing and reviews set-up

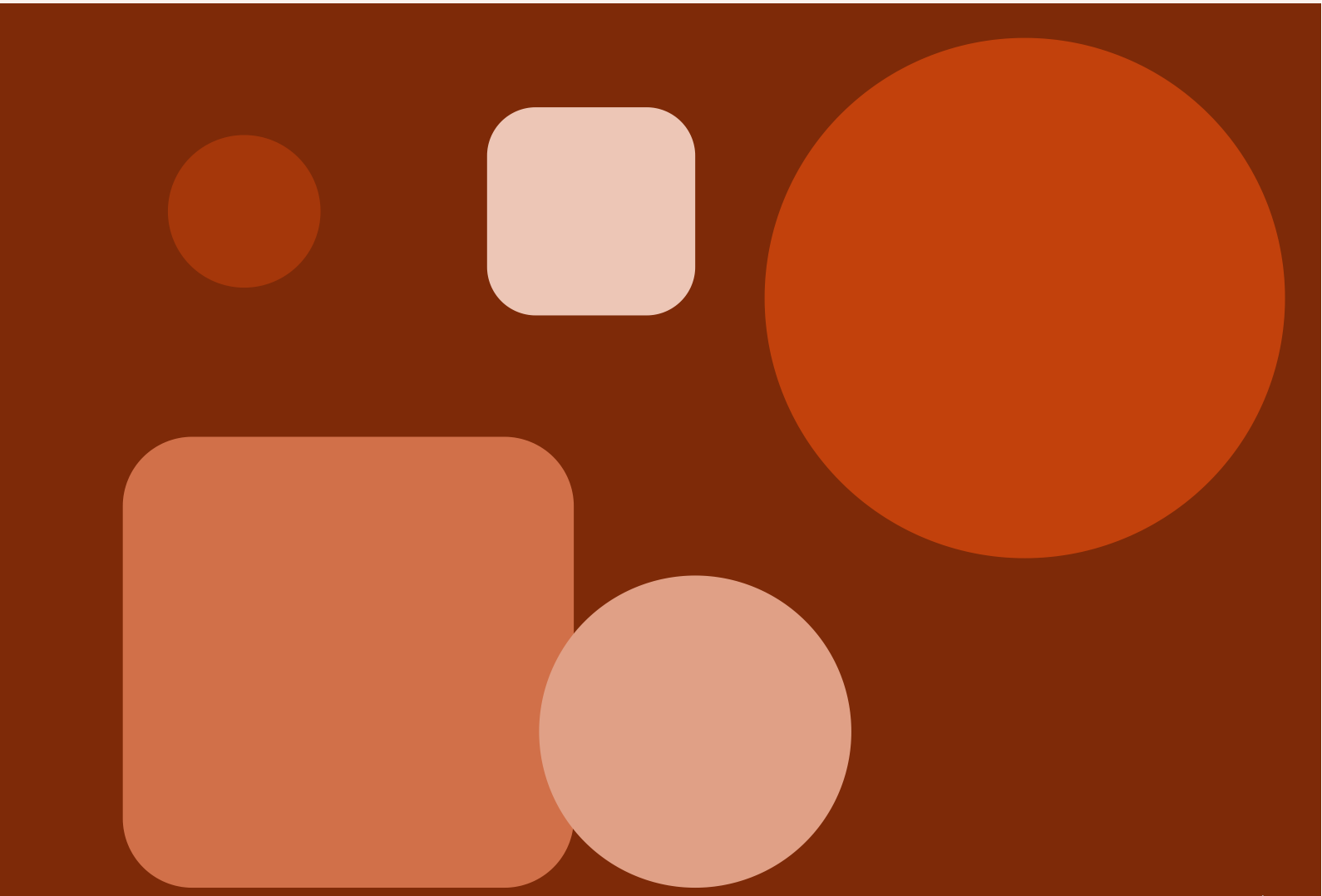
Why it matters to the client

A NOTE FROM US

We are excited to help you reach a goal they named

.

Sincerely,
Your name, role



YOUR CHALLENGE, OUR SOLUTION

Based on our conversations with your team, here is what we heard.

→ Challenge 1

What the client told you, in their words.

→ Challenge 2

What the client told you, in their words.

→ Challenge 3

What the client told you, in their words.

How we help.

Loyalty and repeat-order offers

How this solves it

WhatsApp order updates

How this solves it

Weekly sales summary

How this solves it

PROJECTED IMPACT

What we can change for Client name

x%

Direct orders a week

x%

Repeat customer rate

x%

Average rating

INVESTMENT

Three ways to work together

Each package builds on the one before. Scale adds the marketing and most advanced features.

Starter

- Direct ordering page
- Menu photos and descriptions
- Google listing set-up

Price: USD _____

RECOMMENDED

Growth

- Everything in Starter
- Loyalty and repeat-order offers
- WhatsApp order updates
- Weekly sales summary

Price: USD _____

Scale

- Everything in Growth
- Social media content calendar
- Influencer and local campaigns
- Reviews and AI search visibility

Price: USD _____

Taxes extra as applicable. Third-party fees billed at cost. Prices valid until date _____.

COMPARE

INCLUDED	STARTER	GROWTH	SCALE
Direct ordering page	✓	✓	✓
Menu photos and descriptions	✓	✓	✓
Google listing set-up	✓	✓	✓
Loyalty and repeat-order offers	·	✓	✓
WhatsApp order updates	·	✓	✓
Weekly sales summary	·	✓	✓
Social media content calendar	·	·	✓
Influencer and local campaigns	·	·	✓
Reviews and AI search visibility	·	·	✓

TIMELINE

Phased timeline

1

Menu and brand review

1 week

2

Shoot and set-up

2 weeks

3

Soft launch

1 week

4

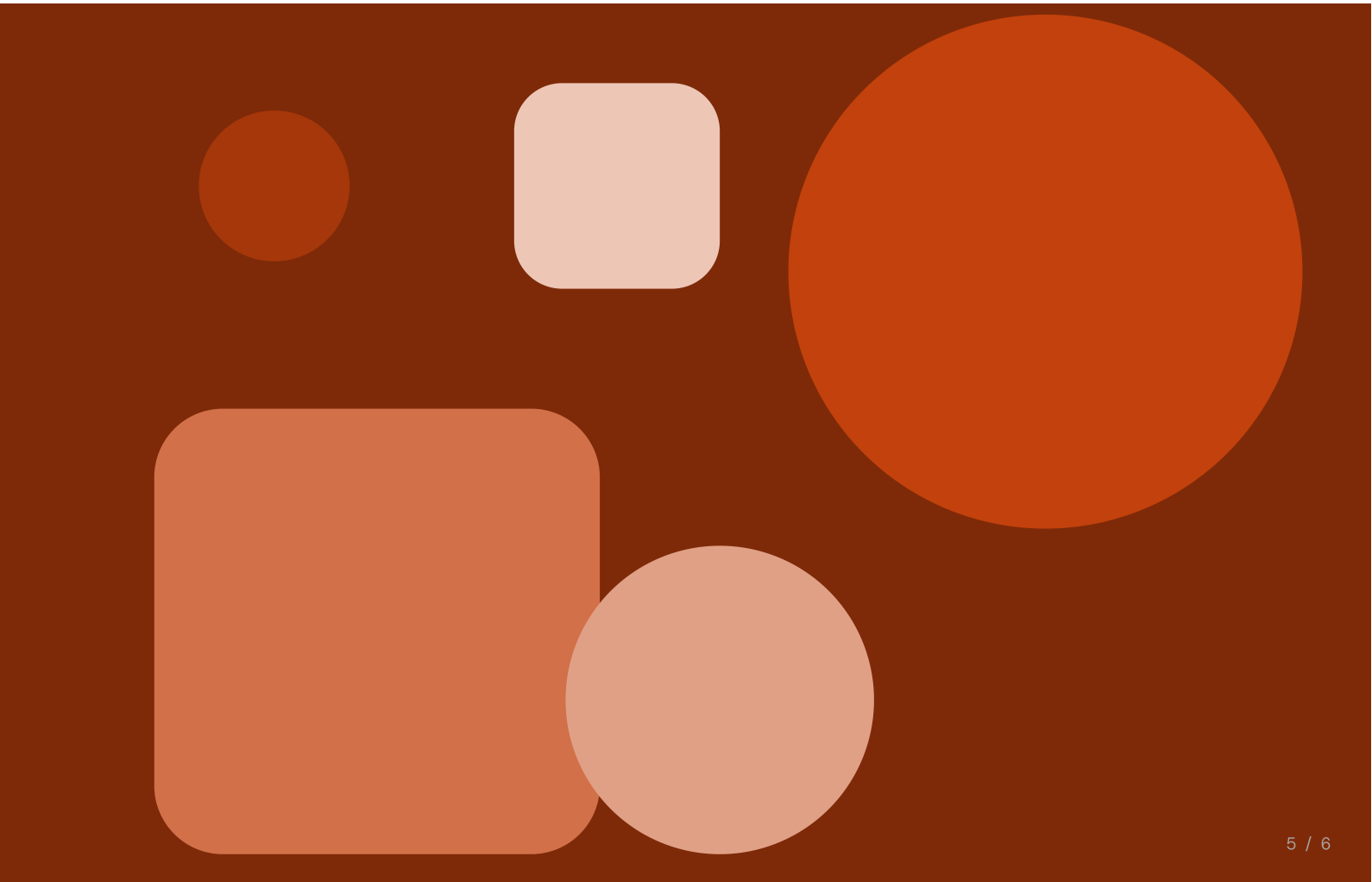
Campaigns and loyalty

8 weeks

Start date date. Dates move with approvals and inputs listed in the assumptions.

ASSUMPTIONS

- Menu and prices are final before the shoot
- Kitchen available for a half-day shoot
- Ad spend is paid separately
- One person approves posts within 24 hours



NEXT STEPS

Ready to begin?

Choose a package, sign below and we start on date .

✓ Accept and sign

Accepted for Client company
Name, signature and date

For Your company
Name, signature and date