

PROPOSAL · RETAIL AND D2C BRANDS

Proposal for Client name

Online store and growth 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 store live with catalogue and checkout, payments and shipping rules, measured by conversion rate.

Store live with catalogue

Why it matters to the client

Checkout, payments and shipping rules

Why it matters to the client

Automated follow-up flows

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.

Abandoned cart and WhatsApp follow-up

How this solves it

Email flows for repeat buyers

How this solves it

Monthly sales dashboard

How this solves it

PROJECTED IMPACT

What we can change for Client name

x%

Conversion rate

x%

Repeat purchase rate

x%

Average order value

INVESTMENT

Three ways to work together

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

Starter

- Online store set-up
- Product pages with photos
- Payments and shipping

Price: USD _____

RECOMMENDED

Growth

- Everything in Starter
- Abandoned cart and WhatsApp follow-up
- Email flows for repeat buyers
- Monthly sales dashboard

Price: USD _____

Scale

- Everything in Growth
- Performance campaigns
- Creator and social content
- AI search and marketplace listings

Price: USD _____

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

COMPARE

INCLUDED	STARTER	GROWTH	SCALE
Online store set-up	✓	✓	✓
Product pages with photos	✓	✓	✓
Payments and shipping	✓	✓	✓
Abandoned cart and WhatsApp follow-up	·	✓	✓
Email flows for repeat buyers	·	✓	✓
Monthly sales dashboard	·	✓	✓
Performance campaigns	·	·	✓
Creator and social content	·	·	✓
AI search and marketplace listings	·	·	✓

TIMELINE

Phased timeline

1
Catalogue and brand
2 weeks

2
Store build
3 weeks

3
Testing and launch
1 week

4
Growth campaigns
8 weeks

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

ASSUMPTIONS

- Product data and photos supplied in agreed format
- Payment and shipping accounts in the brand's name
- Ad budgets are separate
- Brand approves designs in two rounds



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