

**WENDY PAULET CONSULTS'**

**TEMPLATE**

**WPC**  
**ON**

**WENDY PAULET CONSULTS**

*creating value through business*

**HOW TO PREPARE A BUSINESS**

**PROPOSAL**

## **COVER PAGE**

This is the title page. It should have the company name, address and the date. It should also be clearly marked as in “PROPOSAL PRESENTED TO...”

## **EXECUTIVE SUMMARY**

Summarise the content of the entire proposal here. Let the other party be able to get the most important information even without reading the whole document.

There are different types of proposals in business. This template holds in it the complete content of the most popular type of business proposal every entrepreneur would need to prepare a couple times in his/her career.

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## **COMPANY PROFILE**

Give a brief background of your company. Keep it concise but it must have all the relevant details and milestones the company has achieved.

## **PRODUCTS & SERVICES**

List the company products and services. You could attach a picture to make the presentation more visual.

## **PROPOSITION**

State the terms of the proposal. Include all information the other party might need to make a favourable decision. Specify your demands in clear terms. This is normally the longest part of the document.

## **BENEFITS TO THE OTHER PARTY**

State all the perks the other party stands to gain when they approve the proposal. You could research about the company and align the benefits with their vision & mission statements, mandates and company goals.

## **APPROVAL PAGE**

This page should be reserved to capture the mutual consent of both parties to engage, based on the proposal. Below is an example of an approval page.

*“IN WITNESS WHEREOF, we ACCEPTING PARTY’S name accept the terms of this proposal. We hereto put our seal to this document delivered in person by their duly authorized representative(s), as of the date mentioned below.*

**Accepting Party**

By:

Name:

Title:

Sign:

**Proposing Party**

By:

Name:

Title:

Sign:“

