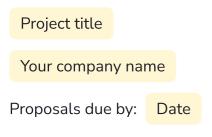
# **Request For Proposal**



# Introduction

Write an opening sentence that states your company name and the essence of the project.

#### Example:

We areYour organisation's name, and we are interested in soliciting proposals fromqualified vendors toBriefly describe the project or service for which you are seeking proposals.We invite you to submit a proposal in response to this Request for Proposal.

### About us

Provide a brief overview of your company, including essential details about your business's history, founders, and your core activities.

#### Example:

Your organisation's name		is a leading company in		Your niche	. Since	
Year of foundation		, we'v	e been	Briefly describe what your company does		

We offer List the core services or products you provide to clients

Our mission is Describe your company mission

### Project goals and objectives

Clearly outline both the micro and macro objectives and goals of the project in a bulleted list.

#### Example:

The primary objective is to optimize a responsive, visually appealing website that effectively represents our brand and enhances our online visibility and search engine rankings, and attracts new users to the platform.

#### The project goals are as follows:

- Goal #1
- Goal #2
- Goal #3

To accomplish these objectives, Your company is currently accepting proposals in response to this Request for Proposal.

### Scope of work

Describe the specific work or services to be performed. The description can be in paragraph form, a bulleted list, or a combination of both.

#### Example:

The scope of work for this project encompasses:

• Developing...

- Creating...
- Writing...

# Deadlines

Specify the submission deadline, including the date and time.

#### Example:

The project is expected to start on	Project start date	and conclude by	Project end date	
The project is expected to start off	Troject start date	and conclude by	r roject cha date	•

### Existing roadblocks or technical issues

Are you dealing with custom coding or an outdated platform? Does your team have limited resources? Outline any time, resource, or other constraints that will impact both the proposal and the project.

#### Example:

- Roadblock #1
- Roadblock #2
- Roadblock #3

### **Budget constraints**

Specify the budget allocated for the project.

#### Example:

We have allocated a budget of Your budget for this project, including all SEO activities, tools, and reporting. Proposals should aim to maximize results within this budget.

### What we're looking for in potential vendors

List the factors to be considered when selecting a vendor, such as experience, cost, and approach.

#### Example:

We will evaluate bidders and proposals based on the following criteria:

- Previous experience and past performance history.
- Samples and/or case studies from previous projects.
- Projected costs.
- Experience and technical expertise.
- Responsiveness and answers to questions in the next section.

### Submission requirements

Clearly convey all your written bid requirements to potential bidders. Outline the elements they must include in their proposals to be considered.

#### Example:

Bidders must adhere to the following guidelines to be considered:

• Proposals must be sent in by **Date**. Bidders who are interested in submitting a proposal

should inform Name + Email no later than Date .

- Include samples and references with your proposal.
- Proposals should not exceed Number pages; failure to comply with this guideline will result in an automatic rejection.
- A proposed schedule must also be included and clearly expressed.

# Questions

List out any lingering questions you have for your bidders or use bullet points to outline any concerns you may have.

#### Example:

In your response to our proposal, please address the following questions. This will assist us in making an informed decision about your candidacy.

- Question #1
- Question #2
- Question #3

### Submission instructions

Specify to whom and by what date interested individuals can submit their applications.

#### Example:

Interested partie	s are invited	Your contact person's name			at	
Contact Email	. Proposals must be submitted by 5:00 F			Your timezone	on	
Submission de	adline time					

# **Contact information**

Provide the name, email, and phone number of the contact person for inquiries and clarifications regarding this RFP.

Example:

For questions or concerns connected to this RFP, we can be reached at:

Name

Email

Phone