

Request For Proposal

Project title

Your company name

Proposals due by: Date

Introduction

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

Example:

We are , and we are interested in soliciting proposals from qualified vendors to . 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:

is a leading company in . Since , we've been .

We offer

Our mission is

Our clients are Describe your main target audience

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...
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Deadlines

Specify the submission deadline, including the date and time.

Example:

The project is expected to start on and conclude by .

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Are you dealing with custom coding or an outdated platform?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
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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.
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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.
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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 parties are invited to submit their proposals to **Your contact person's name** at

Contact Email . Proposals must be submitted by 5:00 PM **Your timezone** on

Submission deadline 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