

# eCommerce Proposal Template

**Prepared for:**

[Client Name], [Company Name]

**Prepared by:**

[Sender Name]. [Sender Company]

Prepared on: **2022-01-11**

Valid until: **2022-01-11**

# Intro

Dear [Client Name],

I would like to confirm that we received your request for assistance for your e-commerce project. We would like to confirm that we have the experience and the software engineers required to complete the project for you.

Please, take your time to review our Proposal and to discuss it with your team. We'll be happy to answer any questions and discuss your suggestions.

The prices and delivery times in this Proposal are valid for 20 days. Please, confirm Proposal acceptance as soon as you're ready to start work with us.

Best,

[Agency Name]

[Agency Contacts]

# Preview

From our initial meeting we understand that you would like [Agency Name] to design and develop your new e-commerce website. We discussed the project in a bit more detail with your sales and marketing teams and we confirm that we can satisfy their requirements.

One of the main goals when creating an e-commerce website is the user experience. The sales journey has to be smooth and simple, accompanied by modern and elegant design. With this Proposal we have included several samples of e-commerce projects we've completed for our clients this year. You may consider these a testament for the high quality of our work, but also you can review the designs for your own inspiration.

## Schedule of Deliverables

These are the project steps we'll go through creating your new e-commerce website.

### Clearing details

1. 1. Clearing project specifications
2. 2. Identify buying personas
3. 3. Plan how to achieve project goals
4. 4. Clearing website design and programming details
5. 5. Final confirmation of the project scope with all stakeholder

Total hours: 0

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Total estimated cost: \$0

## Planning the user experience

1. Sales Journey
2. Prepare main UX components
3. Wireframing

Total hours: 0

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Total estimated cost: \$0

## Design Stage

We'll provide 2 design versions and [Client Company] will have to choose one of them. Then we'll make as many changes to it as needed before we reach the final version that will be coded.

Total hours: 0

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Total estimated cost: \$0

## Web Development

At this stage we'll code the website designs and we'll integrate them with Shopify. We specialise in Shopify development for e-commerce websites and we believe that Shopify is one of the most advanced and well developed e-commerce platforms.

Total hours:	0
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Total estimated cost:	\$0
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## Testing Phase

Once the development is completed we'll test all pages, menus and functionalities to make sure that the website works the way it is intended to.

Total hours:	0
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Total estimated cost:	\$0
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# Timetable of Deliverables

This is an approximate estimate about how much time each development stage is going to take.

Stage	Start Date	Finish Date
Clearing Details	11 Jan 2022	11 Jan 2022
UX	11 Jan 2022	11 Jan 2022
Website Design	11 Jan 2022	11 Jan 2022
Web Development	11 Jan 2022	11 Jan 2022
Testing	11 Jan 2022	11 Jan 2022

# Our Price Quote

Considering the project scope as it is set at the moment and if no major changes are made to it, this is our price quote for your project.

Name	Price	QTY	Subtotal
Upfront payment - 50%	\$0.00	1	\$0.00
Milestone 1 - 30%	\$0.00	1	\$0.00
Final payment - 20%	\$0.00	1	\$0.00
		Subtotal:	\$0.00
		Tax 10%:	\$0.00
		<b>Total:</b>	<b>\$0.00</b>

# Who We Are

We are a dedicated team of creative and engineering professionals, with extensive experience in the field of e-commerce website development.

During the past 10 years, we have established ourselves as the leading e-commerce website developer in (City or State) and we've worked with some of the most prominent local companies selling goods and services online. We've completed 100s of successfully e-commerce websites and we're pleased to show you a small part of them below:

- [somewebsite.com](#)
- [somewebsite.com](#)
- [Somewebsite.com](#)





# Happy Clients

Here are a handful of happy clients who agree to be contacted by you for a reference. Feel free to reach out to them.



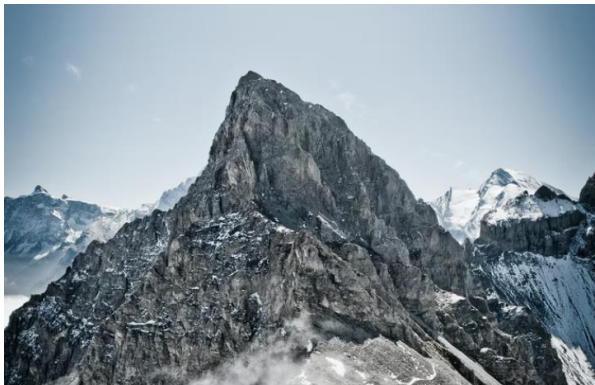
## Groceries Online, Inc.

Groceries Online is one of our first big clients. The groceries stores chain started selling online 5 years ago and they have chosen [Agency Name] as their e-commerce development partner.



## Sporting Goods Ltd

Sporting Goods Ltd used to sell online through a custom build website, however, with the scaling of their business they needed a more professional solution and an e-commerce partner to pick up the right one for them.



## Holiday Tours Ltd

Online sales for Holiday Tours have been growing for the past couple of years and they needed a Shopify integration to handle those sales.

# Terms and Agreement

## Invoicing

We're going to issue three invoices for you. One for an upfront payment and two for the milestones we're going to set up with you. All invoices will be in USD and will be expected to be paid in a 20 day period from the date of issue. For e-commerce website development from scratch we prefer bank wire payment. You'll find our bank account details enclosed with the invoices.

## NDA

Both parties agree that no information concerning this e-commerce development project will be shared outside the two teams working on it. Any information shared between the two teams will be considered confidential information and should be treated as such. The employees from both sides will be informed about this non-disclosing clause and will be asked to sign NDAs.

## Governing Law

This Proposal will be governed and construed in accordance with the laws of the State of .... In case of any disputes or claims both parties agree to submit to the jurisdiction of the courts of the State of...

## The Proposal

This Proposal is the only agreement providing terms for the development of the [Client Company's] e-commerce website. Any other changes or additions to the scope of the project should be agreed in a separate document, signed and accepted by both parties.

[Agency Name]

*Sender Signature*

11 Jan 2022

[Sender Name]

[Client Company]

*Client Signature*

11 Jan 2022

[Client Name]