

# Responding to a Request for Proposal [Template]

## The Cover Letter

Dear Carrie White,

Thank you for considering us here at Magic Pixel Studios. When we saw that Thrasher's Burgers was expanding, we were thrilled. Of course, it's incredible news for your company and it sounds like a wonderful opportunity for our team. But we also happen to work on Main Street in Newark, right around the corner from one of your first locations. Thrasher's lunch breaks are commonplace around here (as are afternoon shake breaks).

Now, regarding your request for proposal, we believe we have the perfect solution for you.

We've been in business since 2016 and, in that time, we've done everything from massive rebranding projects to developing custom plugins for hundreds of companies in the food service industry. We understand how tumultuous the industry can be—especially in recent years—so we're devoted to staying ahead of the game so our clients can, too.

The first issue we need to tackle is the CMS. Building a website on a platform that insufficiently handles your needs is a major roadblock to success. Our team of programmers and designers have a few years of experience with Sitefinity, so we'll make this as seamless a transition as possible for your company.

The next big issue is adding new functionality to your website and introducing a mobile app without disrupting your business model and overwhelming your customers in the process. In the attached proposal, you'll find our recommendations in terms of strategy, timeline, budget, and more.

We look forward to hearing back from you,

Max Well  
Founder & CEO, Magic Pixel Studios

# The Proposal

## Executive Summary

Based on your request for proposal, it appears that the current website and CMS for Thrasher’s Burgers is hindering future growth. To remove the blockage and optimize the rest of the operation, Thrasher’s seeks the following:

- CMS migration
- Redesigned website
- Mobile application
- New functionality for the site (i.e. Order Ahead, interactive menu, geolocation tracking)
- Rewards program
- Design system

The website will be completed first, with a target due date of February 2025. The app will be completed next, with a target due date of October 2025.

In addition to the desired digital products and experiences, we’re recommending an iterative approach to design and development with rounds of user testing to confirm our strategy and hypotheses.

## Strategy

The purpose of this website redesign is not to alter the integrity of the existing website. The pages that are there in May 2024 will remain after the redesign.

What we will do, however, is to outfit your website with a more modern look and feel, also adding in requested features to improve the user experience and increase your company’s profits in the process.

Our process will include the following steps and milestones:

*[Note: When writing your proposal, each of these points should be explained a bit more. 2 or 3 sentences will suffice for each. An estimated timeline should be included as well so they can see how you arrived at the final delivery date.]*

Step	What’s included?	Timeline
Phase 1: CMS Migration		

- Preparation and strategy		
- Collection of existing assets		
- Set up new CMS		
- Migration of content	PAYMENT DUE	December 1, 2025
<i>Phase 2: Website Redesign</i>		
- Planning and strategy		
- Visual design		
- New feature development		
- UX design		
- Midway milestone	PAYMENT DUE	
- Prototype development		
- Testing and quality assurance		
- Website development		
- Close down old CMS		
- Launch revamped website	PAYMENT DUE	February 15, 2025
<i>Phase 3: Mobile App Development</i>		
- Planning and strategy		
- Visual design		
- Content strategy		
- Copywriting		
- UX design		
- Midway milestone	PAYMENT DUE	

- Prototype development		
- Testing and quality assurance		
- Mobile app development		
- App store launch	PAYMENT DUE	October 10, 2025

## Deliverables

At the end of the project, you'll have the following completed and in your possession:

- Website migrated to Sitefinity CMS
- Redesigned website
- Website outfitted with new features
  - AI chatbot
  - Order Ahead processing
  - Rewards program management
  - Geolocation
  - Interactive menu
- Mobile application for iOS and Android
- Templates built into the CMS for quick creation of new locations
- Design system
- Package of new graphics and fonts used in your designs
- Research and insights from user interviews and testing
- Documentation and video tutorials to help you manage your site and app

Although you haven't opted for ongoing website or app maintenance, we'll provide you with access to our client portal so that you can submit tickets if an issue arises after the completion of the project.

## Pricing

There is a required down payment of \$2,500 to begin work on this project. The rest of the invoices will be issued at set milestones throughout the project:

Phase	Price
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Phase 1: CMS Migration	\$8,000
Phase 2: Website Redesign: Halfway Point	\$18,000
Phase 2: Website Redesign: Completion	\$18,000
Phase 3: Mobile App Development: Halfway Point	\$27,500
Phase 3: Mobile App Development: Completion	\$27,500
<b>TOTAL</b>	<b>\$99,000</b>

## Contract Terms

This proposal is for a work-for-hire project, not employment.

Magic Pixel Studios will redesign the Thrasher’s Burgers website and build the new mobile application according to the terms in this proposal. Anything outside this scope may affect the estimated costs and timeline. Depending on the size of the change order, work may be stopped while the strategy is reworked.

The client will receive invoices at the halfway and end points of each phase of the project. Payment is due within 15 days. The project will resume once payment has been received.

Once the final payment has been received at the end of Phases 2 and 3, the works completed per the terms of this project will become the sole intellectual property of Thrasher’s Burgers.

## About Us

Magic Pixel Studios is a digital design agency that was founded in 2016 by Max Well Jr. What began as a one-man side hustle has now blossomed into a 53-person well-oiled machine that *Good Hospitality* called the “Best Small Agency in the Nation” in 2022 and 2023.

At Magic Pixel Studios, we specialize in developing pixel-perfect designs and captivating user experiences for the food service industry. We also aim to develop digital products that empower our clients to work faster, not harder. When time is money, you can’t afford to be slacking, even when it comes to your website or app.

**[Explore our case studies.](#)**

See what other clients have to say about Magic Pixel Studios:

*“We were nervous about redesigning the website for our restaurant. We’re a small family-owned establishment with three locations, and our profit margins are slim enough as it is. But after meeting with Max and his partner Sally, we realized our outdated site was part of the reason money was so tight. We scraped together the funds and hired Magic Pixel on the spot. Three months after the new website launched, we had more foot traffic than we knew what to do with! Our profits are now up 5% month over month with no signs of slowing down.” — Angela Reve, Revelry Restaurant*

*“We were tired of paying incredibly high fees to food delivery companies. Not to mention all the negative customer experiences that came from the service, but were attributed back to us. So we met with Max and his team to see if they could help us build our own online ordering system. In just a few short months, our website was beautifully redesigned, fitted with an intuitive ordering platform, and we had a rewards program that our guests loved. Thank you, Magic Pixel!” — Randall Flag, Beach Brews*