

# Request for Proposal

[Project Name]

Issued by: [Your Company Name]

Date Issued: [Date]

Proposal Submission Deadline: [Date and Time]

Primary Contact: [Name, Title, Email, Phone Number]

## 1. Introduction and Company Background

This RFP is issued by [Your Company Name] to solicit proposals from qualified vendors for [briefly describe the project or service].

- 1.1. Company overview:
  - [Your Company Name] is a [describe your company's industry or field] that specializes in [describe what your company does and its mission].
  - [Provide a short company history, including founding date and key milestones].
- 1.2. Project background and purpose:
  - The purpose of this RFP is to find a vendor to [state the main problem you need to solve or the goal you wish to achieve].
  - This project is necessary because [explain the reasons behind the project, such as addressing a market need, improving an internal process, etc.].
  - We aim to achieve the following primary goals through this project: [List 3-5 high-level goals or desired outcomes].

## 2. Project Scope and Requirements

- 2.1. Project goals and objectives:
  - [List specific, measurable, achievable, relevant, and time-bound (SMART) objectives for the project].
  - *Example:*
    - Launch a new corporate website that is mobile-responsive and accessible.
    - Integrate a new CRM system with our existing sales and marketing tools.
    - Reduce customer service response times by 20% within the first six months.
- 2.2. Scope of work (SOW) and deliverables:
  - The selected vendor will be responsible for the following tasks and deliverables:
    - [List specific tasks, such as market research, software development, content creation, etc.].
    - [List all expected deliverables, such as a project plan, design mockups, a final product, training materials, and performance reports].
- 2.3. Technical and functional specifications:
  - The proposed solution must meet the following technical requirements:
    - [Specify any required technologies, software platforms, or programming languages].
    - [List required features and functionalities].
    - [Mention any performance standards, security protocols, or integration needs].
- 2.4. Potential challenges and roadblocks:
  - Vendors should be aware of and address the following potential challenges in their proposals:

- [Mention any known issues, like working with legacy systems, tight timelines, or resource limitations].
- [Ask vendors to propose how they would mitigate these risks or handle unexpected issues].

### 3. Budget and Timeline

- 3.1. Project budget:
  - The estimated budget for this project is [state a specific amount or a range, e.g., \$50,000–\$75,000].
  - Proposals should include a clear and itemized pricing structure that stays within this budget.
- 3.2. RFP and project timeline:
  - RFP Process:
    - Proposal Submission Deadline: [Date and Time].
    - Proposal Evaluation Period: [Date Range].
    - Vendor Selection Announcement: [Date].
    - Contract Finalization: [Date Range].
  - Project Execution:
    - Project Kick-off: [Date].
    - Key Milestones and Deliverable Deadlines: [List key dates and associated deliverables].
    - Project Completion: [Date].

### 4. Submission and Evaluation

- 4.1. Proposal submission guidelines:
  - Proposals must be submitted electronically to [Email Address] by the deadline.
  - The proposal document should be a single [PDF/Word document] and should not exceed [Page Count] pages.
  - Proposals must follow the following structure to ensure consistent evaluation:
    - Executive Summary
    - Company Profile and Qualifications
    - Proposed Solution and Technical Approach
    - Project Timeline and Management Plan
    - Pricing Details
    - Case Studies or Customer References
    - Terms and Conditions
- 4.2. Evaluation criteria:
  - Proposals will be evaluated and scored based on the following criteria:
    - Cost and Value: [e.g., 30%].
    - Proposed Solution and Technical Approach: [e.g., 35%].
    - Vendor Experience and Qualifications: [e.g., 20%].
    - Project Management Plan and Timeline: [e.g., 15%].
  - We reserve the right to request interviews, presentations, or references for shortlisted vendors.

## 5. Legal and Additional Information

- 5.1. Terms and conditions:
  - Confidentiality: All information in this RFP is confidential and should not be shared outside of your proposal team.

- Intellectual Property: [Define who will own the intellectual property of the final product].
  - Payment Schedule: [Outline the proposed payment terms, e.g., milestones, hourly, or fixed price].
- 5.2. Vendor questions and clarifications:
  - All questions regarding this RFP must be submitted in writing to the Primary Contact by [Date].
  - Responses to all questions will be shared with all vendors who have expressed interest in bidding.