

Request For Proposal

[PROJECT TITLE]

[YOUR COMPANY NAME]

PROPOSALS DUE BY: [DATE PROPOSALS WILL BE ACCEPTED UNTIL]

Company background

Introduce to your vendors the services/products that your company offers and your primary target customers. In this part, you should not write a long history of your company.

The ideal length is 1-2 sentences.

Project overview

Explain briefly about the project in 1-2 sentences.

Project goals

Defining what you wish to achieve with this project and what you consider “success” so that your vendors can be on the same page as you.

Here is a sample of how you can write this section:

The goals of this project are:

- Goal 1
- Goal 2
- Goal 3

...

To achieve these goals, [Your company’s name] is currently inviting submissions of bids in response to this Request for Proposal.

Scope of work

In this section, you should provide a detailed project description and scope of work. It should be as comprehensive as possible to help your vendors best understand what they are going to handle.

This description can be presented in paragraph format, as bullet points, or a combination of both.

Deliverable schedule

Provide your specific timeline for deliverables so that potential vendors can accurately assess whether they have the necessary resources and capacity to get things done on time.

Here is how you can write this section

The anticipated project completion date is [Insert due date]. If it needs to be adjusted, please provide your proposed option and reasoning for the change. All proposed changes will be reviewed.

Current challenges

Here, you should entail any challenge regarding time, resource, or other factors that will impact both the proposal and the project.

For examples:

- *Are there requirements for custom coding or dealing with an outdated platform?*
- *Are your team's resources limited?*

By addressing these upfront, you help potential vendors know what awaits them in the project. As a result, you can filter out those unable to fulfill their roles and attract those who can work to resolve those issues before you start working with them

Budget constraints

Entail your target budget here and any constraint that the vendor should know.

Evaluation metrics

Specify the criteria that will help you decide which vendor to work with.

For example:

[Your company's name] will evaluate proposals and bidders and proposals based on the following factors:

- Prior experience and/or track record
- Samples and/or case studies from past projects
- Estimated costs
- Technical expertise and experience
- Responsiveness to issues

Submission requirements

List any factor necessary for the proposal to be considered. This section is also essential for helping you filter out unqualified bidders.

For example:

Bidders must comply with the following guidelines for consideration:

- Bidders need to meet all 5 criteria in the "Evaluation metrics" to be considered eligible to submit a proposal.
- Proposals must be submitted by [Insert due date].
- Include references and samples with your proposal.

- Proposals should not exceed [Insert a number] pages, otherwise they will be automatically rejected.

What we're looking for in our future vendors

In this section, you can elaborate on what characteristics define your ideal vendors. For instance, you can describe the type of communication or work approach you would more likely prefer.

Contact information

End your RFP with a detailed description of how bidders can contact you should they have any question regarding the RFP and to whom they submit their proposals.

For example:

If you have any questions or concerns regarding this RFP, feel free to contact:

[POC name]

[POC email address]

[POC phone number]