Request for Proposal Template

Re:	[Project Name]
Date:	[Date]
Issued by:	[Company Name]

[POC Name, Email, Phone]

Company Background

Provide more detailed company background info including website, address, and the type of business you are (non-profit, government agency, corporation). You also want to describe how you help the clients you serve. Explain your differentiators and how you fit into the industry.

Example differentiator:
ACME Designs is an award-winning website design company that specializes in creating E-commerce web solutions for mid-size companies.

Project Overview

This is a brief overview of your company and the RFP's purpose. It should provide enough information so that vendors can quickly determine if it's something they would like to respond to.

Example overview:
XYZ company is in of a complete website redesign. We are a company that manufactures and sells widgets in North America. We are accepting proposals in order to find the most qualified partner to provide a custom and customizable website that will help meet our growth goals.

Define the Scope of Work

This section reflects the more detailed requirements of the project. These are the services you think it will take to complete the project and can be listed or in paragraph form. Keep in mind that each vendor will have a different approach on what it will take to complete the project. But first, describe the challenges you are having to provide context.

Example challenge:
Our last significant site redesign was in 2009 and e-commerce now makes up 70% of our business revenues. In addition, we are releasing a new product line that will increase SKUs by 45%; we feel this will overwhelm the current site. Finally, the site does not integrate well with a lot of the software we use.

Example deliverables:
The following is a list of deliverables we expect are needed to complete the project. We expect that you will also provide additional suggestions beyond or in lieu of these listed. Current site audit Persona development Competitor analysis Content strategy SEO strategy Update brand guidelines Customer journey mapping Re-write all site content Front-end coding Back-end coding (integration with all third-party software) Testing/quality assurance

Finally, communicate specific goals or outcomes for the project. Quantifying those goals is helpful as is describing what success looks like if your goals are more qualitative.

Budget and Timeline

You must include a budget. If your project has distinct phases and/or associated timelines, you can break out those sections monetarily. If you're unsure of an exact budget, include a range that you are comfortable with.

Example budget range:
We would like to spend $10,000 a month but will consider going 25% more than that for the right vendor.

Example timeline:
We expect the website redesign project to start by March 1 with a "go live" date of June 15. This is a hard launch date as it coincides with our new product line "go live" and our participation in the annual products conference in Las Vegas, which is our major event of the year.

Vendor Submission Requirements

Here you will ask for vendor information including company background, relevant experience, scope recommendations, specific questions, project management, and pricing. It's a good idea to include a checklist of the items needed. Also if you have any non-negotiable requirements or "nice-to-haves", list them. You'll also want to state how you would like to receive the RFP and when, including your timeline for selection.

Example must-have requirements:
Vendor team must all be US-based Must have XYZ certification Must be able to meet in person at our NYC HQ to kick off the project

Example background:
Company and URL Number of employees Company revenue Company structure Team structure Team bios

Example questions:
Do you use freelancers? What software do you recommend for this project? Tell us your experience working on a similar project What were the challenges you experienced? How did you overcome them? What were the results?

Example submission guidelines:
Please submit your completed RFP with pricing to stacy@xyzcompany.com by February 10, 2019. RFPs received after that date will not be considered. We will be reviewing all submissions the week of February 17 and will be contacting the final vendor by February 25. The project start date will be March 31.