YOUR  
LOGO

**COMPANY NAME**

BUSINESS STRATEGY CONSULTING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your business strategy consulting needs. We help organizations develop clear, actionable strategies to drive growth, improve operations, and stay ahead in a competitive market.  
  
This proposal outlines how we will support [Client Name] in identifying opportunities, aligning resources, and achieving long-term objectives.

# Problem or Opportunity

[Client Name] is seeking strategic guidance to navigate change, expand into new markets, or improve internal performance. Without a well-defined strategy, progress may be slow, fragmented, or misaligned with broader goals.

# Proposed Solution

We propose a structured consulting engagement to analyze current operations, define strategic goals, and create a roadmap for implementation.  
  
Key Benefits:  
- Clear strategic direction  
- Improved resource alignment and decision-making  
- Enhanced ability to adapt to change and seize opportunities

# Scope of Work

Our consulting services include:  
  
- Discovery and business diagnostics  
- SWOT and market analysis  
- Competitive benchmarking  
- Strategic goal-setting and prioritization  
- Roadmap development and KPI definition  
- Presentation of findings and strategic plan

# Timeline

Estimated schedule for consultation, research, and delivery:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Discovery & Diagnostics | Internal and market review | [Start Date] |
| Strategy Formulation | Define priorities and direction | [Date] |
| Roadmap Development | Turn strategy into actionable plan | [Date] |
| Presentation & Feedback | Deliver final report and next steps | [Completion Date] |

# Pricing

Estimated fees for business strategy consulting engagement:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Initial Assessment | Diagnostics and discovery | [Amount] |
| Strategy Development | SWOT, market, and planning | [Amount] |
| Roadmap Creation | Milestones and KPIs | [Amount] |
| Final Report & Presentation | Strategic deliverables | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a strategy consulting firm that partners with businesses to create clarity, alignment, and momentum for growth.  
  
- Experience: [X] years advising clients across [industries]  
- Expertise: Strategic planning, organizational design, market expansion  
- Mission: To turn strategic ideas into operational success

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Strategy review and relaunch for a growing service provider  
- Outcome: Refocused priorities led to 2x revenue within 18 months  
  
Testimonial:  
“[Your Company Name] helped us cut through the noise and focus on what truly mattered for growth.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% at project start, 50% upon delivery of final report.  
Confidentiality: All shared materials and conversations are confidential.  
Revisions: Includes one revision round for the strategic roadmap.

# Acceptance

To confirm your engagement with us for strategy consulting, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_