YOUR  
LOGO

**COMPANY NAME**

BUSINESS-STRATEGY CONSULTING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# **Introduction**

Thank you for considering [Your Company Name] as your strategic consulting partner. We specialize in guiding organizations to achieve clarity, direction, and competitive advantage through data-driven business strategies.  
   
 This proposal outlines our customized consulting approach to support [Client Name]'s strategic objectives.

# **Project Objectives**

The primary goals are:  
   
 - Clarify strategic vision, mission, and goals  
 - Analyze internal capabilities and market position  
 - Identify new growth opportunities and areas for optimization  
 - Develop an actionable roadmap with measurable outcomes

# **Proposed Services**

Our business-strategy consulting services include:  
   
 - Executive workshops and discovery sessions  
 - Market, competitor, and SWOT analysis  
 - Strategic planning and priority setting  
 - Operational alignment and resource planning  
 - Key performance indicators (KPIs) and success metrics

# **Scope of Work**

Scope includes:  
   
 - Initial consultation and strategic needs assessment  
 - Business model and value proposition review  
 - Analysis of current operations and market trends  
 - Strategic planning and documentation  
 - Presentation of roadmap and support materials

# **Timeline**

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Assessment & Discovery | Understand business, goals, and challenges | [Start Date] |
| Analysis & Insights | Conduct SWOT and market analysis | [Date] |
| Strategic Planning | Define goals, priorities, and roadmap | [Date] |
| Final Delivery | Present strategy plan and tools | [Completion Date] |

# **Pricing**

Estimated cost breakdown for business-strategy consulting services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Strategic Assessment | Review and evaluate current situation | [Amount] |
| Research & Analysis | Conduct internal and external reviews | [Amount] |
| Planning Workshops | Facilitate team sessions and strategy design | [Amount] |
| Final Strategy Report | Deliver actionable roadmap and metrics | [Amount] |
| Total Estimated Fee |  | [Total] |

# **About Us**

[Your Company Name] is a consulting firm focused on helping leaders make better decisions and drive results.  
   
 - Experience: [X] years of strategy development across sectors  
 - Expertise: Market analysis, strategic alignment, execution planning  
 - Mission: To empower businesses to lead with clarity and confidence

# **Case Studies / Testimonials**

Case Study: [Client Example]  
   
 - Project: Strategy development for a regional services firm  
 - Outcome: Clear strategic roadmap, improved team alignment, and 18% revenue growth within 12 months  
   
 Testimonial:  
 “[Your Company Name] helped us see the big picture and gave us a plan we could actually implement.” — [Client Contact]

# **Terms and Conditions**

Payment Terms: 50% at project start, 50% upon delivery of final report.  
 Service Scope: Includes assessment, strategic planning, and presentation.  
 Client Responsibilities: Provide internal data, leadership access, and team input.  
 Adjustments: Any scope or timeline changes must be agreed upon in writing.

# **Acceptance**

To approve this business-strategy consulting proposal and initiate services, please sign below.  
   
 Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
 Name: [Client Name]  
 Title: [Title]  
 Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_