YOUR  
LOGO

**COMPANY NAME**

SUBSCRIPTION BOX LAUNCH PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support your subscription box launch. We specialize in providing end-to-end solutions for subscription-based businesses, from product sourcing to customer acquisition and fulfillment.  
  
This proposal outlines our approach to successfully launching [Client Name]'s subscription box service.

# Project Objectives

The primary goals are:  
  
- Develop and execute a comprehensive subscription box launch strategy  
- Source and curate high-quality products for box contents  
- Establish efficient logistics and fulfillment processes  
- Build a strong customer base through marketing and retention initiatives

# Proposed Services

Our subscription box launch services include:  
  
- Product sourcing and supplier coordination  
- Subscription model strategy and pricing development  
- Branding, packaging, and design services  
- E-commerce platform setup and integration  
- Marketing campaigns (social media, email, influencer partnerships)  
- Fulfillment logistics and shipping management  
- Customer support setup and CRM integration

# Scope of Work

Scope includes:  
  
- Initial consultation and business model alignment  
- Product curation and packaging design  
- Website and subscription platform development  
- Marketing strategy execution and audience building  
- Fulfillment process setup and first shipment coordination

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Planning & Strategy | Define subscription model, sourcing strategy, and timelines | [Start Date] |
| Product Curation & Design | Source products and develop packaging | [Date] |
| Platform & Fulfillment Setup | E-commerce integration and logistics coordination | [Date] |
| Marketing & Launch | Execute promotional campaigns and manage launch | [Launch Date] |

# Pricing

Estimated cost breakdown for subscription box launch services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Product Sourcing & Coordination | Supplier management and product procurement | [Amount] |
| Branding & Packaging Design | Custom box design and packaging | [Amount] |
| E-commerce Setup | Platform development and integration | [Amount] |
| Marketing Campaigns | Social media, email marketing, influencer outreach | [Amount] |
| Fulfillment & Logistics | Order processing and shipping management | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a full-service agency specializing in subscription box businesses, offering strategic and operational support from concept to customer delivery.  
  
- Experience: [X] years in subscription commerce and product launches  
- Expertise: Product sourcing, e-commerce setup, fulfillment, customer retention  
- Mission: To help brands build successful subscription box businesses with scalable and efficient solutions

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Subscription box launch for a wellness brand  
- Outcome: Achieved 1,500 subscribers within the first six months  
  
Testimonial:  
“[Your Company Name] provided invaluable support, ensuring a smooth and successful launch of our subscription box service.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone payments.  
Contract Term: Project-based engagement, with optional ongoing support.  
Client Responsibilities: Approve product selections, provide branding assets, and participate in strategic decisions.  
Adjustments: Scope changes subject to mutual agreement and may affect cost/timeline.

# Acceptance

To approve this subscription box launch proposal and begin the project, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_