YOUR  
LOGO

**COMPANY NAME**

LOYALTY APP DEVELOPMENT PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to develop your loyalty application. We specialize in creating custom mobile and web-based apps that increase customer retention, drive repeat purchases, and enhance brand engagement.  
  
This proposal outlines our approach to designing and delivering a loyalty app solution for [Client Name].

# Project Objectives

The primary goals are:  
  
- Design and develop a user-friendly loyalty app to boost customer retention  
- Enable reward tracking, redemption, and tiered benefit systems  
- Provide real-time updates, promotional push notifications, and customer profiles  
- Integrate with point-of-sale (POS) systems and analytics dashboards

# Proposed Services

Our loyalty app development services include:  
  
- UX/UI design tailored to [Client Name]'s branding  
- Backend development and database integration  
- Loyalty logic configuration (points, rewards, levels)  
- Integration with existing POS and CRM systems  
- Admin dashboard with real-time tracking and controls  
- Deployment to iOS and Android app stores

# Scope of Work

Scope includes:  
  
- Requirements gathering and feature roadmap  
- Wireframes, prototyping, and front-end development  
- Loyalty logic customization and back-end infrastructure  
- QA testing, launch, and app store deployment  
- Optional: Analytics dashboard, referral program, gamification features

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Discovery & Planning | Feature definition and branding requirements | [Start Date] |
| Design & Prototyping | UI/UX development and app mockups | [Date] |
| Development | App coding, reward logic, POS integration | [Date] |
| Testing & Deployment | QA, app store approval, launch | [Completion Date] |

# Pricing

Estimated cost breakdown for loyalty app development:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Strategy & Planning | Discovery, feature planning | [Amount] |
| UI/UX Design | Wireframes, interface design | [Amount] |
| App Development | iOS/Android build, backend, integration | [Amount] |
| Testing & Launch | QA and app store deployment | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a digital product studio with extensive experience in mobile app development, loyalty programs, and customer experience platforms.  
  
- Experience: [X] years delivering mobile apps for retail, hospitality, and service industries  
- Expertise: React Native, Firebase, Stripe, Shopify, POS integrations  
- Mission: To help brands create lasting customer relationships through rewarding experiences

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Loyalty app for a national café chain  
- Outcome: Over 150,000 downloads and 28% increase in repeat visits within 6 months  
  
Testimonial:  
“[Your Company Name] created an app that our customers love to use. The rewards experience is seamless, and we’re seeing the impact in our revenue.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% upfront, milestone-based billing.  
Scope: Includes design, development, testing, and launch.  
Client Responsibilities: Provide brand assets, POS integration documentation, and product input.  
Adjustments: Feature requests or timeline changes may affect pricing and delivery schedule.

# Acceptance

To approve this Loyalty App Development Proposal and begin the project, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_