YOUR  
LOGO

**COMPANY NAME**

APP DEVELOPMENT PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your mobile app development project. We design and build user-friendly, high-performance mobile applications tailored to business goals and customer needs.  
  
This proposal outlines how we can help [Client Name] develop a feature-rich and scalable mobile app.

# Problem or Opportunity

[Client Name] requires a mobile app to reach new users, improve engagement, or streamline internal operations. A custom-built app provides the opportunity to offer a seamless digital experience aligned with your brand and strategy.

# Proposed Solution

We propose designing and developing a custom mobile application for iOS, Android, or both platforms, depending on your needs.  
  
Key Benefits:  
- Native or cross-platform functionality  
- Intuitive user experience and UI design  
- Scalable and secure architecture

# Scope of Work

Our mobile app development services include:  
  
- Requirements gathering and feature planning  
- UI/UX design and prototyping  
- Front-end and back-end development  
- API integration (if applicable)  
- Testing, deployment, and support

# Timeline

Proposed timeline for app development:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Discovery & Planning | Requirements gathering and scope | [Start Date] |
| UI/UX Design | Wireframes and visual prototypes | [Date] |
| Development | Front-end and back-end coding | [Date] |
| Testing & QA | User testing and bug fixes | [Date] |
| Launch & Handoff | Deployment to App Store/Play Store | [Completion Date] |

# Pricing

Estimated cost breakdown for app development project:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Discovery & Planning | Define features, architecture | [Amount] |
| Design | UI/UX mockups and interaction flows | [Amount] |
| Development | Code app for iOS/Android | [Amount] |
| Testing | Device testing and bug fixes | [Amount] |
| Deployment | Launch support and submission | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a mobile app development firm committed to delivering intuitive and powerful apps that meet real user needs.  
  
- Experience: [X] years in iOS and Android app development  
- Tools: Flutter, React Native, Swift, Kotlin, Firebase, AWS  
- Mission: To create mobile experiences that enhance interaction and drive value

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: App for customer bookings and scheduling  
- Outcome: Increased user engagement by 50% and reduced manual operations  
  
Testimonial:  
“[Your Company Name] took our idea and turned it into a beautifully executed app. We couldn’t be happier with the results.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 30% deposit to start, 40% upon development completion, 30% upon delivery.  
Revisions: Includes 2 rounds of design revisions.  
Post-Launch Support: [X] months of support included, with optional maintenance package.

# Acceptance

To begin the app development process, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_