Worked example - a fictional design studio and client. Replace every detail with your own.

Business proposal

Sample Design Studio - signs and leaflets for Anytown Garden Centre

Prepared for	Anytown Garden Centre	**Contact**	Pat Lee
Prepared by	Sam Taylor, Sample Design Studio	**Date**	14/11/2026
Reference	PROP-0007	**Valid until**	14/12/2026

1. Summary

What you are offering, in two or three sentences

We will design and print six outdoor signs and two seasonal leaflets for your spring opening, ready for collection on 12 March 2027. The proposal covers design, printing and delivery to your site.

2. What we understand you need

You want clear, weatherproof signs that guide visitors to the plant area, cafe and car park, and two leaflets to hand out at the opening weekend. You would like to approve designs before printing.

3. What we will do and the price

Item	What is included	Price (£)
Sign design	Six designs, two rounds of changes	480.00
Sign printing	Six weatherproof boards, A2	360.00
Leaflet design	Two A5 designs	300.00
Leaflet printing	2,000 A5 leaflets, full colour	220.00

Subtotal	£1,360.00
VAT (if charged)	£0.00
Total	**£1,360.00**

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4. Timeline

Step	Date	Who
First designs sent for comment	08/01/2027	Sample Design Studio
Feedback and sign-off	22/01/2027	Anytown Garden Centre
Printing	01/02/2027 - 26/02/2027	Sample Design Studio
Delivery to site	12/03/2027	Sample Design Studio

5. Payment and other terms

Payment 50% when you accept, balance on delivery

Payment due Within 14 days of invoice

Changes Extra design rounds quoted separately before we start them

Not included Fitting the signs, planning or permission for signage

6. Acceptance

Sign below to accept this proposal. Agree any formal contract terms separately, and take advice if you are unsure what you are agreeing to.

P Lee	Pat Lee	18/11/2026
For the client - signed	*Name*	*Date*
S Taylor	Sam Taylor	14/11/2026
For us - signed	*Name*	*Date*

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How to use this template

A business proposal shows a customer that you understand what they need and sets out what you will do, when and for how much.

1. **Start with their need, not your history.** Show you have listened before you describe your services.
2. **Be specific about what is included.** Say how many designs, hours, visits or items the price covers.
3. **Add up the price carefully.** Check subtotal, any VAT and the total before sending.
4. **Give dates and a valid-until date.** It keeps both sides to a timetable.
5. **State what is not included.** It prevents arguments later.

Tips

- Send it as a PDF, and keep a copy of the version they accepted.

This template is general guidance only. It is not legal, tax or financial advice. Check what your invoices and quotes must show on GOV.UK.