Brightwave Studio
Digital products that grow businesses

BUSINESS PROPOSAL

Online Store Launch

A store that is easy for Reed and to run and easy to buy from

PREPARED FOR
Thomas Reed
Owner
Reed and Co. Outfitters

PREPARED BY
Daniel Brooks
Account Director
Brightwave Studio

PROPOSAL
No. BW-2026-035
Issued October 26, 2026
Valid until November 25, 2026

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Dear Thomas,

Thank you for the opportunity to support Reed and Co. Outfitters. Following our discovery call, we have prepared this proposal to launch an online store that is easy for your team to run and for your customers to buy from.

01 Executive Summary

Your products are sold in person and through marketplaces, which limits your margins and your control over the customer relationship. We propose a branded online store with secure checkout, inventory sync and fulfilment integrations, delivered in three phases over twelve weeks.

02 Your Goals

- ✓ Sell directly to customers at better margins
- ✓ Keep inventory accurate across every channel
- ✓ Make checkout fast on mobile
- ✓ Give your team simple tools to manage orders

03 Proposed Solution

We will set up the store on a proven commerce platform, connect it to your inventory and shipping tools and migrate your product catalog.

Store design	Branded storefront, product pages and checkout, designed for mobile first.
Store setup	Platform configuration, payments, taxes and shipping rules.
Catalog & inventory	Product import, variants and live inventory sync.
Launch & support	Testing, staff training and 30 days of post-launch support.

> **WHY BRIGHTWAVE STUDIO**
> We have launched forty online stores since 2018, and our clients' checkout completion rates average 71% on mobile.

04 Investment

The table below details the products and services included in this proposal. All amounts are in USD.

ITEM	QTY	UNIT PRICE	AMOUNT
Store design Storefront, product, checkout	1	8,900.00	**8,900.00**
Store setup Payments, taxes, shipping	1	5,600.00	**5,600.00**
Catalog & inventory sync Up to 500 products	1	4,300.00	**4,300.00**
Training & launch support Remote sessions	3	520.00	**1,560.00**

Subtotal	**20,360.00**
Discount (5% multi-phase)	**- 1,018.00**
Total (USD)	**19,342.00**

05 Timeline & Next Steps

Proposal review call — Nov 2, 2026
Walk through the proposal and answer open questions.

Contract signature — Nov 9, 2026
Sign the agreement and confirm the project start date.

Project kickoff — Nov 15, 2026
Kickoff workshop with your team and stakeholder interviews.

06 Terms

50% of the total investment is invoiced at signature and 50% at launch. Invoices are payable within 30 days. Additional requests outside the agreed scope are estimated separately and only started after written approval.

07 Acceptance

By signing below, both parties agree to the scope, pricing and terms described in this proposal.

FOR BRIGHTWAVE STUDIO

Daniel Brooks
Account Director

Date: _____

FOR REED AND CO. OUTFITTERS

Thomas Reed
Owner

Date: _____