Brightwave Studio
Digital products that grow businesses

BUSINESS PROPOSAL

Online Store Launch

A store that is easy for Casa Moreno to run and easy to buy from

PREPARED FOR
Isabel Moreno
Founder
Casa Moreno Home Goods

PREPARED BY
Priya Nair
Senior Account Executive
Brightwave Studio

PROPOSAL
No. BW-2026-040
Issued November 10, 2026
Valid until December 10, 2026

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Dear Isabel,

Thank you for the opportunity to support Casa Moreno Home Goods. 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	2	4,300.00	**8,600.00**
Training & launch support Remote sessions	4	520.00	**2,080.00**

Subtotal	**25,180.00**
Discount (5% multi-phase)	**- 1,259.00**
Tax (8%)	**1,913.68**
Total (USD)	**25,834.68**

05 Timeline & Next Steps

Proposal review call — Nov 17, 2026
Walk through the proposal and answer open questions.

Contract signature — Nov 24, 2026
Sign the agreement and confirm the project start date.

Project kickoff — Nov 30, 2026
Kickoff workshop with your team and stakeholder interviews.

06 Terms

Invoices are payable within 30 days. 30% of the total investment is invoiced at signature, 40% at design approval and 30% at launch. 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

Priya Nair
Senior Account Executive

Date: _____

FOR CASA MORENO HOME GOODS

Isabel Moreno
Founder

Date: _____