

Project Proposal and Business Plan  
Gary Hess  
March 29<sup>th</sup> 2009

## Client Profile

The business is a retail restaurant called Smoothie Wireless Café. Although they specialize in fruit smoothies they also offer sandwiches and coffee in a lounge like internet café atmosphere. They are located in LA California, in a mall with an interior corridor entrance and a separate exterior entrance. They got started in a booth type set up in the same mall one year ago. They have six people that work there. Two of them are cooks, two work the registers, and one is a bookkeeper and general supervisor. Lastly, the remaining worker cleans tables and the remainder of the restaurant.

The atmosphere is relaxed with amber lighting and photographs on the wall. Some of the tables are raised on a platform to break up the space. The tables are spread out enough to allow some privacy. The wireless is free for anyone that brings their laptop in. The interior has a contemporary feel. The food is ordered at the register and brought to the customer. The staff dresses in uniform to maintain a high standard of appearance. Their target audience is people with disposable income, since the cost of the amenities require a bit more cash. While surfing the web is optional, it will be more attractive to those that do. I have found that even when not surfing the web, the surfers affect the atmosphere in a positive way. It adds to the ambience like a library.

They need my design expertise to advertise their product and to convey a healthy profile and to network with other sites to increase their customer base. Customers need to know the particulars of what their menu consists of, the nutritional information, and a way to learn about new products in the pipeline. The design components that they will need are a website that is colorful and cheerful, lots of imagery and nutritional tables. A logo to make their service recognized. Use merchandizing products to advertise in a variety of media and develop a sense of identifying with the business. Create stationary to correspond as business professionals and to reinforce the other media advertising.

## Components:

- Logo
- Live web site or flash site (with a minimum of six working pages)-Heavy
- Merchandising products (T-shirt or bags, etc)-Light
- Web Banner (4 slides)-Light
- Stationary (letterhead/envelope/business card)-Light

### Task Timeline:

Week 1: The first opportunity to meet with your client. Discuss objectives so the client and the designer are thinking of mutual goals. Create the business plan; submit a budget and a timeline for approval.

Week 2: Brainstorming with the client, which is a free flow of the exchanging of ideas. This could include but is not limited to rough drafts and emphasis preferences on the clients mind.

Week 3: Production; create the bulk of the work and get feedback from the client as needed and as design questions and problems arise.

Week 4: Printing and/or live site completed.

Week 5: Final presentation with the complete deliverables.

### Personnel needs:

Designer: \$50/Hour

Photographer: \$150/Hour

### Materials:

Paper, envelopes, cardstock, merchandising products (T-shirts, bags, mugs, mouse pads, etc.), copy rights for digital images.

### Costs:

- Logo: 6 design hours (\$300). T=[\$300]
- Website: 15 design hours (\$750), maintenance for 6 months (\$200) T=[\$950]
- Commercial Photography: 2 Hours (\$300). T=[\$300]
- Merchandising products (\$200). T=[\$200]
- Web Banner: 2 billable hours (\$100). T=[\$100]
- Stationary: paper and printing (\$500), 2 design hours (\$100). T=[\$600]
- Business cards: stock and printing (\$100), 3 design hours (\$150). T=[\$250]

**Total estimated costs: \$2,400**

### Project Goals (business/marketing goals of the project):

- Increase customer base.

(please scroll down to the next page for the business letter.)

March 29, 2009  
Joseph Smithton  
131 Harris Rd  
Los Angeles

Dear Mr. Smithton:

I would like to create a multi media project for your Smoothie restaurant. There are many aspects of the project that we would want to consider. The diversity of your business would serve well with the visual offering that our web design business offers.

We have a full scope of custom design graphic products that I would like you to consider. Please find a proposal that I have included which covers the projects objectives and the estimated costs.

We appreciate your attention to the project. After you have read the content you can contact me at the sources below:

Sincerely,

Gary Hess

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(864)976-389

[http://graphicdesign.about.com/od/career/ss/hourly\\_rate\\_6.htm](http://graphicdesign.about.com/od/career/ss/hourly_rate_6.htm)

<http://www.markguerra.com/fees/my-fees.html>