# Business Development Proposal

*From: Gregory Reeves*

*To: PowerPear*

*Re: Proposal for Business Development*

*Date: [\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_]*

## Scope

All-inclusive development services for PowerPear. Services will include relationships with clients, vendors and the tech community; overseeing marketing goals; creating a long term business strategy; and metrics for social media and customer retention.

## Vision

PowerPear is a fantastic tech start-up that has broken the mold for mobile applications. This business development plan will build upon the company’s early success, particularly through their strong relationship with the local small business community. In the quick moving tech world, a long term strategy will keep the business moving forward.

## Target Market

Greater research into target market specifics and continued analytics will be part of the overall goal of development. However, it is obvious that the main target is, and will continue to be, small businesses, mostly with professional grade services. These are usually not tech savvy but are looking for ways to save time on their day-to-day business without the hassle of a steep learning curve.

## Objectives

Objective: 10% increase market penetration for iPhone Apps.

Review branding and advertising expenditure.

Objective: Integrate social media metrics

Set up a program to track all online social outlets and review monthly.

Objective: 5 year business plan in place

First month – meeting with every department and partner to bring together goals and set up a plan.

Objective: Marketing goals for next 6 months, with weekly targets.

Review current statistics and project long term, reachable goals.

Objective: Creation of “repeat customer” program.

Many customers currently download one app then move on. Find ways to expand on current apps by offering upgrades, continued education, mailing lists, etc.

Objective: Greater integration into local tech community.

Research and prioritize events. Integrate management into speaker and training positions.

## Costs

Development services are provided at a monthly cost with a six month renewable contract. Monthly costs are $12,000 with a dedicated 15 hours per week of on-site work in the PowerPear offices. Design or programming services are additional costs with Design at $100 per hour and programming at $45. After the 6 month contract, an updated proposal will be presented at time of renewal.

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