

# Consultancy Services Proposal for Marketing Analysis

Date: [Insert Date]

To: [Client's Name]

[Client's Company Name]

[Client's Address]

[City, State, Zip Code]

**Dear [Client's Name],**

We are pleased to submit our consultancy services proposal for conducting a comprehensive marketing analysis for [Client's Company Name]. Our goal is to provide you with actionable insights and strategies that can drive your business growth.

## **Project Overview**

The marketing analysis will include:

- Market research and identification of key trends
- Competitor analysis
- SWOT analysis
- Customer segmentation
- Recommendations for marketing strategies

## **Project Timeline**

The proposed timeline for the analysis is as follows:

- Phase 1: Initial Research (2 weeks)
- Phase 2: Data Analysis (3 weeks)
- Phase 3: Strategy Development (2 weeks)
- Phase 4: Presentation of Findings (1 week)

## **Investment**

The total fee for the marketing analysis will be [Insert Amount], which covers all phases of the project. Payment terms can be discussed once you accept the proposal.

## Next Steps

If you agree to proceed with our proposal, please sign below and return a copy to us. We look forward to the opportunity to assist [Client's Company Name] in achieving its marketing goals.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Your Contact Information]

Accepted By: \_\_\_\_\_ Date: \_\_\_\_\_