



KelliRae Sebwe
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Project Proposal: XXX – Merchandise Assortment Management

CLIENT: XXX
XXXX XXXX, Owner
XXX Grand Avenue
Saint Paul, MN 55105
Phone 651-XXX-XXXX

ESTIMATED PROJECT START - COMPLETION DATE: May – July 2013

SERVICES: Merchandise Assortment Management (Estimate 32+ hours)

- Vendor Matrix Review (16+ hours)
 - Analyze brand offerings.
 - Recommend appropriate brand mix to drive profitable sales.
- Assortment Review (8+ hours)
 - Analyze all product categories to ensure the proper seasonal balance of basic|key|fashion items, tops to bottoms ratios and accessories mix.
 - Recommend appropriate assortment line plan to better manage inventory.
- Update Customer Profile (8+ hours)
 - Analyze local and visiting regional customers.
 - Recommend target market demographics|psychographics.

FEE: FHR: \$XXXX (based on \$XXX hourly rate)
DHR: \$XXXX (based on \$XXX hourly rate)

PR: \$XXXX (rate reflects an additional discount of XX% off DHR)

Special Notes: This project proposal rate is valid only for 14 days from delivery date. After 14 days, the project proposal rate is subject to change. Any work revisions initiated by the client after their final approval is given will be billed at DHR. Upon acceptance of this project proposal, the client must agree to pay Sebwe Strategy 25% of PR as a retainer. Upon completion of this project, the client must agree to pay Sebwe Strategy the balance of the PR plus any additional fees accrued. Definition of rates: Full Hourly Rate (FHR) = billable rate for large scale projects with corporate clients, Discounted Hourly Rate (DHR) = billable rate for small scale projects with small business clients, Project Rate (PR) = discounted rate for scope of project. All information exchanged between the client and Sebwe Strategy must remain confidential, unless otherwise agreed upon.