**Sales Proposal -Template**

To: Jack Douglas

ABC

Retail buyer

New York City, NY

From: XYZ

Manufacturer /Food Entrepreneur

New York City, NY

1st July 2019

Dear Mr. Douglas,

I would like to thank you for your time yesterday and sharing your thoughts with our team. I am a co-founder of XYZ Manufacturers, and we are in the business of Food and Beverages. I am sending you samples of our product, along with the proposal. Let me know about your thoughts and please feel free to ask any questions.

Regards,

Tim Thomson

**Sales Proposal for VitD-Water**

**Executive Summary**

XYZ is an organic food and beverage manufacturer. We excel in producing organic beverages and we are the foremost authorities on flavor. We specialize in the technical aspect of beverage development. We work with a team of experts in their fields, maintain high standards for quality, research and taste. Our team has come up with a new product, VitD-Water, which is water with added vitamin D. Our main objective is to introduce a product that is healthy and natural. We would like your company to purchase our product and distribute them to the outlets.

Objective: To initiate the sales of a new drink, “VitD-Water”.

**Problem Statement**

In the past couple of decades, 40% of the population has experienced a deficiency in Vitamin D. This deficiency raises the risk of chronic diseases like osteoporosis, heart disease and some types of cancer, as well as transferrable diseases such as tuberculosis. We wanted to introduce a drink that might help people overcome this deficiency a little, without any effort. Our team came up with the idea of introducing Vitamin D in a product that is used every day, everywhere, WATER.

**Benefits**

With inactive lifestyles and poor food habits, deficiencies can also result in a number of health implications, but innovative products such as ‘VitD-Water’ can help safely address this important issue. It will be beneficial for the health of bones and teeth. Drinking water daily is essential and necessary for the human body, with VitD-Water, the added benefit of vitamin D will support the health of the immune system and lung function.

**Target Audience**

Mostly, the deficiency starts after the age of 15, so our target audience will be the following age groups:

Youngsters, male and female age group 20-40 years.

Older men and women age group 40-70 years.

**Market Trends**

Today, people are getting more and more health conscious. Young consumers are concerned about their body intakes far more than previous generations. Reducing the intake of sugary drinks has been shown to reduce obesity in children, particularly those who are already overweight. Drinking pure water is one of the best alternatives. We plan on capturing the image of a healthy and active lifestyle in our marketing strategy, that too with the added advantage of Vitamin D in water.

**Market competition**

Currently, there are no other brands producing water with an added vitamin. However, it will be placed in the water aisle, in the beverage section. Our direct competition will be both carbonated and non-carbonated drinks.

**Suggested Retail Price**

We would like to register our product with your company. Initially, we are planning to launch this product in 3 sizes of water bottles, 250 ml, 500ml, and 1 liter.

|  |  |
| --- | --- |
| **Item** | **Price** |
| 250 ml | $2 |
| 500 ml | $3.5 |
| 1 liter | $5 |

**Action plan**

We want to initiate the sales starting with 10,000 bottles. The details are provided below, along with the price we are offering to your company:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Type** | **Number** | **Cost (bulk)** | **Cost /Item** | **Profit/Item** |
| 250ml | 5,000 | $5,000 | $1 | $1 |
| 500ml | 2,500 | $6,250 | $2.5 | $1 |
| 1 liter | 2,500 | $7,500 | $3 | $2 |

**Testing and Evaluation**

Our beverage is tested by NSF. The bottles have been tested for their capabilities including migration, testing of resins, contaminations such as BPA, heavy metal and acetaldehyde. They have been evaluated by the EPIA and IPIA.

**Shelf-life**

The shelf-life of our product is 10 months. According to our research, your company would have to replenish within a month or so.

**Payment**

|  |  |
| --- | --- |
| **Payment Date** | **Amount** |
| 2 weeks prior to product delivery | 25% of the total payment |
| Delivery date | 70% of the total payment |
| 1 week after delivery | 5% of the remaining payment |

**Terms and conditions**

* Each of the parties should sign a Sales Contract.
* The sales contract shall be in accordance with the laws of the State.
* No modifications can be made, once the contract is signed. However, if both parties are willing and agree upon something, it should be in a written and signed form.
* Our company will replace any damaged product pieces with no charges if miss handled during delivery.

**Contact Us**

You can contact us with any of the following ways:

Phone: 112-1234416

E-mail: [xyz@gmail.com](mailto:xyz@gmail.com)

Website: [www.xyz.com](http://www.xyz.com)