

VINTAGE  
WEB  
PRODUCTION

# '/VINTAGE

— BRIEF

# Request For Proposal

This is the RFP for a web development project

Name of company

Year est.

Type of company

Proprietorship

Partnership

Corporation

NGO

Other

Industry

Business model

Specifically

Business geography (primary area)

Countries of presence (by order of business share)

Main competitors (in order of importance)

Current website

Competitor websites (by order of importance)

Current website data

Average number of visitors (monthly)

\_\_\_\_\_ people

Average consumer check

\_\_\_\_\_ USD

Average conversion rate

\_\_\_\_\_ percent

Average bounce rate (main page)

\_\_\_\_\_ percent

# Business Goals

These are goals related to the new website development

## Primary goal

## Means of measurement

## Secondary goal

## Means of measurement

## Tertiary goal

## Means of measurement

## Target Audience

### Group 1

Purchase motivation

### Group 2

Purchase motivation

Other possible groups (non-focus)

## Strategy

Yes

No

Website business strategy in written form

Website marketing strategy in written form

# Specifications & Requirements

This is what the new website must possess

## Functionality

News/blog  User Profiles  Search tool  eCommerce

Other \_\_\_\_\_

Integration with 3rd party services: \_\_\_\_\_

Integration with databases: \_\_\_\_\_

## References

Style (colors, design, outline)

Technical (functionality, navigation, usability)

## Materials & Content (available for the project)

Logo  Photos  Videos  Textual content

Special \_\_\_\_\_

## Project Timeline

Proposals due

Negotiations due

Selection due

Kickoff

Completion

## Estimated budget

Amount

Currency

## Please send proposals to

## Project contact

Thank you!