



# EAGLEMOON PRODUCTIONS PROPOSAL FOR SERVICES FOR DARRYL'S AUTO PARTS

## **OVERVIEW**

Eaglemoon Productions is pleased to submit this proposal for services to support Darryl's Auto Parts in achieving its goals for improving customer satisfaction by creating a basic website that gives customers the information they need to do business with Darryl's Auto Parts. We also want to help them establish a presence in the local auto parts market by promoting them through a commercial and weekly ad flyer.

### **The Objective**

- A Basic Company Website (4 pages – About, Store, Services and Contact)
- A Promotional Commercial (3 min length – focus on customer service and available services offered)
- A Weekly Flyer (4 pages including sale items and coupons and promotions)

### **The Opportunity**

- Go live with website within 6 weeks of final contract.
- Shoot and produce commercial to coincide with launch of website.
- Distribute weekly flyer announcing website and promotions for week before website launch.

### **The Solution**

- Make a website that is easily navigational and meets the needs of the customer seeking to do business.
- Produce a commercial that highlights the tradition of excellent customer service and auto parts knowledge that Darryl's is known for.
- Keep Darryl's presence known by producing a quality weekly flyer focusing on special services and promotions important to attracting and retaining customers.

## **OUR PROPOSAL**

Darryl's Auto Parts has a well-deserved reputation for quality customer service. However, faced with market competition with big chain auto parts stores they struggle to make themselves seen by their customer base. Darryl's Auto Parts faces the possibility of decreasing sales revenues due customer perceptions of low inventory and services.

We have developed solutions to help businesses stay ahead of customer satisfaction trends and propose that Darryl's Auto Parts implement a solution focused on reputation for working with customers for a fair price. We need to focus on their ability to maintain their place in the community while being able to maintain a high level of service using the latest automotive technologies. We can easily integrate Darryl's Auto Parts solid reputation with a wide range of services and being able to fulfill the customer's every auto parts need in a timely manner Together we can enable Darryl's Auto Parts to fully realize the benefits of self-promotion. Most importantly, we provide the tools and support for this new solution that ensures you can realize concrete improvements in services offered, sales closure, customer satisfaction, and sales metrics.

### **Rationale**

- With the chain auto parts store opening nearby sales have decreased.
- Focus on customer and services offered that chain store does not offer
- Community reputation and involvement
- Old fashioned care for customers but newest technologies available

### **Execution Strategy**

Our execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to establishing a presence in the marketplace. Following is a description of our project methods, including how the project will be developed, a proposed timeline of events, and reasons for why we suggest developing the project as described.

### **Technical/Project Approach**

The full project is to be completed in 6 weeks with support as needed after the initial timeframe. Weekly Flyers will continue to be produced through the extended contract. We will contact Darryl weekly with progress updates and questions as necessary. The commercial will be shot the second week and start running with the distribution of the first weekly flyer week 5 with website launch week 6.

## Project Deliverables

Following is a complete list of all project deliverables:

Deliverable	Description
Basic Website	4 Pages <ol style="list-style-type: none"> <li>1. About-company history</li> <li>2. Store-parts and supplies carried</li> <li>3. Service-we do auto repairs</li> <li>4. Contact Information- phone numbers, links, website and directions</li> </ol>
Live Action Commercial	3 minute live action commercial describing all services, showing employees helping customer, mechanics working on cars, etc.
Weekly Flyer	4 pages of weekly sale items, with coupons that have redemption code numbers, etc.

## Timeline for Execution

Key project dates are outlined below. Dates are best-guess estimates and are subject to change until a contract is executed.

Description	Start Date	End Date	Duration
Gather elements needed to incorporate into projects	Week 1	Week 1	
Commercial concept/Storyboard	Week 1	Week 1	
Wireframes for website/flyer layout	Week 1	Week 1	
Week 1 Complete			
Shoot Commercial	Week 2	Week 2	
Print layout of flyer	Week 2	Week 2	
Print layout of website	Week 2	Week 2	
Week 2 Complete			
Commercial Production	Week 3	Week 3	
Complete Flyer	Week 3	Week 3	
Continue website production	Week 3	Week 3	

Week 3 Complete			
Reshoot anything needed for commercial	Week 4	Week 4	
Final Production for commercial	Week 4	Week 4	
Print and or prepare flyers for distribution	Week 4	Week 4	
Present Website Draft	Week 4	Week 4	
Week 4 Complete			
Launch Commercial	Week 5	Week 5	
Distribute Flyers	Week 5	Week 5	
Present Final Website	Week 5	Week 5	
Week 5 Complete			
Website Launch	Week 6	Week 6	

## Supplied Material

The following materials are to be supplied by Darryl's Auto Parts for this project. For Eaglemoon Productions to meet project milestones, this material must be supplied on schedule. The due dates included in the following table represent our best guess based on current proposed project dates:

Materials to be supplied by Darryl's Auto Parts	Due Date*
Logos, product info and images and other info to be included in approved materials	Week 1
Employees and content for commercial and flyers	Week 2
Feedback on final stages of products and anything needed to complete previous project parameters	Week 3

*\*We cannot be responsible for cost overruns caused by client's failure to deliver materials by agreed-upon due dates.*

## EXPECTED RESULTS

We expect our proposed solution to Darryl's Auto Parts requirements to provide the following results:

### Financial Benefits

- Increased sales and revenue based on more visibility
- Increased customer traffic due to promotions and curiosity of clientele
- Increased presence in marketplace as a capable business for customer needs

### Technical Benefits

- A website to provide information and ability for sales outside of immediate local marketplace
- Reach out to customers that may have previously not been aware of Darryl's
- Track customer feedback and needs through promotions and flyer codes

### Other Benefits

Establish Darryl's Auto Parts place in the community as a reliable and customer caring establishment.

## PRICING

The following table details the pricing for delivery of the services outlined in this proposal. This pricing is valid for 60 days from the date of this proposal:

Services Cost for Website	Price
4 page basic website	\$400.00
-maintenance and updates for 1 yr included (up to 6 hrs/month)	
-major storefront or upkeep may include additional fee	
Web Domain (one year flat fee)	\$20.99
Web Hosting (\$14.99 /month)	\$179.88
Copyright	\$35.00

<b>Total Services Website Costs</b>	<b>\$635.87</b>
<b>Services Cost for Commercial</b>	
Live shoot for 3 min commercial (\$100/day reshoot \$50/day)	\$150.00
- All technical equipment to be provided by Eaglemoon Productions	
Post-production editing	\$200.00
<b>Total Services Commercial Costs</b>	<b>\$350.00</b>
<b>Services Cost for Flyers</b>	
Initial Flyer Layout	\$100.00
- More than 2 major changes will be charged \$50 layout redo fee	
Weekly Content Update (\$25/week)	\$100.00
Publishing Materials (per month) –based on 1000 printed copies weekly	\$200.00
<b>Total Services Flyers Costs</b>	<b>\$500.00</b>
<b>Total</b>	<b>\$1,485.87</b>

Disclaimer: The prices listed in the preceding table are an estimate for the services discussed. This summary is not a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before a contract is executed.

## QUALIFICATIONS

Eaglemoon Productions is continually proven to be an industry leader for web design and promotional materials in the following ways:

- Concern and caring for our clients, we are interested in our client's success. Our major goal is to make our clients name known.
- Our highly qualified staff provides a streamlined experience tailored to each client's specific needs. By unlocking your potential our solutions help create new opportunities.
- We are a small employee owned company and each employee is based in their area of expertise but we are all able to work in other areas as well using the latest technology available.

## **CONCLUSION**

We look forward to working with Darryl's Auto Parts and supporting your efforts to improve your sales and self-promotion. We are confident that we can meet the challenges ahead, and stand ready to partner with you in delivering an effective promotions support solution.

If you have questions on this proposal, feel free to contact Christina Browne at your convenience by email at [tinabrowne@live.com](mailto:tinabrowne@live.com) or by phone at 414-690-7888. We will be in touch with you next week to arrange a follow-up conversation on the proposal.

Thank you for your consideration,

Christina M. Browne  
CEO Eaglemoon Productions