

1. **SUMMARY**

This Proposal, entitled [RESEARCH PROPOSAL TITLE], has been created for the purpose of providing effective branding solutions and strategies for [COMPANY’S NAME]. It will aim to help improve the following areas of the Company in terms of branding:

1. Research and investigation of similar brands or those brands owned by competitors.
2. Ensure that such research and investigation is within the restrictions of and does not violate any applicable laws and rules of the [STATE/PROVINCE] of [COUNTRY].

1. Provide adequate and necessary tools and equipment to create the brand that the company desires.
2. Provide the company with prompt updates regarding the progress of the creation of the brand from beginning until completion.
3. [SPECIFY OTHER AREAS HERE].

Along with these branding improvements to the Company, the following outcomes will be achieved or will be made more achievable through this Proposal:

1. Creation of a unique brand proposition that will enable the company to stand out amongst its competitors.
2. Establishment of a brand that will constantly be up to date with the latest trends if app licable.
3. Establishment of social media presence on various social media websites, such as Facebook, Twitter, Instagram, Pinterest, and the like.
4. Provide great customer service to any and all clients.
5. Obtainment of a loyal customer base, who will trust the company brand.
6. Creation of a company brand that will be open to any and all suggestions made by its clients.
7. [SPECIFY OTHER OUTCOMES HERE].

**B. DEFINITION OF TERMS**

The following are the list of terms and their definitions to be used in this Proposal:

1. “Brand” - This term will refer to what the Company will present to its clients, what makes it different from its competitors, and what are the products and/or services it will offer to the customer along with its benefits and advantages.

2. “Company” - This term will refer to the company known as [COMPANY’S NAME]

3. “Customer” and “Client” - These terms will refer to the individuals, parties, or entities who are involved with the purchase of any products and/or services provided by the Company along with any other transaction involving it and the Company.

4. “Objectives” - This term will refer to what the Company hopes to achieve through this Proposal and are further explained within Section C of this Proposal.

5. “Proposal” - This term will refer to the entirety of this document that legally binds the parties mentioned at the beginning of this document.

6. “Target Market” - This term will refer to the groups or individuals that fit the customers or clients that the Company prioritizes in terms of advertising and selling their products to.

7. “Timeline” - This term will refer to the proposed schedule of activities that the Company will execute in order to be able to achieve the Objectives of this Proposal.

8. [SPECIFY ADDITIONAL TERMS AND THEIR DEFINITIONS HERE].

**C. OBJECTIVES**

**C.1. SHORT-TERM OBJECTIVES**

This Proposal aims to achieve the following short-term objectives for the Company in terms of its branding methods and strategies:

1. Increase company’s online social media presence by creating, establishing, and utilizing social media websites such as Facebook, Twitter, Instagram, and Pinterest to name a few.

2. Promote and hold a successful event that will help gain the brand more recognition in the public.

3. Establishment of an active e-mail service that will enable clients to engage with the company brand and also send emails to update customers regarding new products and/or services that the company is currently offering.

4. [SPECIFY OTHER SHORT-TERM OBJECTIVES HERE].

**C.2. LONG-TERM OBJECTIVES**

This Proposal aims to achieve the following long-term objectives for the Company in terms of its branding methods and strategies:

1. Establish a stable and loyal online social media presence on social media websites such as Facebook, Twitter, Instagram, and Pinterest to name a few.

2. Create products and/or services unique to the company brand.

3. Maintain a loyal and stable set of customers.

4. [SPECIFY OTHER LONG-TERM OBJECTIVES HERE].

**D. SCOPE AND LIMITATIONS**

The scope of this Branding Proposal is as follows:

[SPECIFY PROPOSAL’S SCOPE HERE].

The limitations applicable to this Proposal are the following:

[SPECIFY PROPOSAL’S LIMITATIONS HERE].

This Proposal shall not be subjected and /or limited to the following:

[SPECIFY HERE].

**E. TARGET MARKET**

This Proposal will be aimed towards groups that possess the following specific demographics:

[SPECIFY PROPOSAL’S TARGET MARKET HERE].

This Proposal will not be subjected to any of the following demographics:

[SPECIFY DEMOGRAPHIC INFORMATION HERE].

**F. METHODOLOGY**

A process known as [NAME OF PROCESS] will be the main data collection process for this Proposal. It will be able to collect the following types of data:

[SPECIFY TYPES OF DATA TO BE COLLECTED].

This is further specified into detail in Appendix A in the Appendices section of this Proposal.

The following are the steps to be carried out in order to obtain [NAME OF DATA] data for this Proposal:

|  |  |  |
| --- | --- | --- |
| **PROCESS/METHOD** | **STEPS** | **PROPOSED END RESULT** |
| [SPECIFY HERE] | [SPECIFY HERE] | [SPECIFY HERE] |
| [SPECIFY HERE] | [SPECIFY HERE] | [SPECIFY HERE] |
| [SPECIFY HERE] | [SPECIFY HERE] | [SPECIFY HERE] |

Please refer to Appendix B for a more detailed description of the steps of this process.

Other necessary surveys and exams that will be utilized to collect [NAME OF DATA] data are follows:

|  |  |  |
| --- | --- | --- |
| **SURVEY/EXAM** | **STEPS** | **PROPOSED END RESULT** |
| [SPECIFY HERE] | [SPECIFY HERE] | [SPECIFY HERE] |
| [SPECIFY HERE] | [SPECIFY HERE] | [SPECIFY HERE] |
| [SPECIFY HERE] | [SPECIFY HERE] | [SPECIFY HERE] |

Appendix C of this Proposal will be able to provide more information.

Once all the necessary data and information has been obtained, the planning of a new brand identity for the Company can now be executed. A unique and eye-catching brand should be kept in mind in order to attract more customers from the target market of this Proposal. Provided below is Appendix D, which will include a few basic brand logos and designs that can later on be modified into a more effective design for the Company.

[SPECIFY BRAND LOGOS AND DESIGNS HERE].

Refer to Appendix D for more brand logo designs and ideas.

**G. PROPOSED TIMELINE OF ACTIVITIES**

The proposed timeline of activities for this Branding Proposal will be as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| **LIST OF ACTIVITIES** | **PROPOSED DATE OF INITIATION** | **PROPOSED DATE OF COMPLETION** | **PROPOSED END RESULT** |
| [SPECIFY HERE] | [SPECIFY HERE] | [SPECIFY HERE] | [SPECIFY HERE] |
| [SPECIFY HERE] | [SPECIFY HERE] | [SPECIFY HERE] | [SPECIFY HERE] |
| [SPECIFY HERE] | [SPECIFY HERE] | [SPECIFY HERE] | [SPECIFY HERE] |

**H. PROPOSED BUDGET**

The following are the proposed expenditures and charges necessary for this Proposal:

|  |  |  |
| --- | --- | --- |
| **EXPENDITURE** | **USE/ROLE OF EXPENDITURE** | **ESTIMATED AMOUNT** |
| [SPECIFY HERE] | [SPECIFY HERE] | $[AMOUNT] |
| [SPECIFY HERE] | [SPECIFY HERE] | $[AMOUNT] |
| [SPECIFY HERE] | [SPECIFY HERE] | $[AMOUNT] |
| **TOTAL AMOUNT: $**[AMOUNT] | | |

1. **DESIRED RESULTS**

Referring to this Proposal’s long-term and short-term Objectives, the following data and results are what will hopefully be obtained:

[SPECIFY DESIRED RESULTS HERE].

Below is a draft of what the proposed final brand logo and trademarks will be. These have been proposed and drafted for the following purposes:

[SPECIFY PURPOSES HERE].

[SPECIFY BRAND LOGO AND TRADEMARKS HERE].

**J. ETHICAL CONSIDERATIONS**

This Proposal shall adhere to the following ethical considerations and set of values while obtaining the required data and information:

[SPECIFY PROPOSAL’S CODE OF ETHICS AND VALUES HERE].

**K. GOVERNANCE**

This Proposal is conducted in accordance with the following [LOCAL/FEDERAL/STATE] laws that are considered applicable to branding, copyright, and trademarks:

[SPECIFY ALL APPLICABLE LAWS HERE].

**L. APPENDICES**

APPENDIX A

[SPECIFY HERE]

APPENDIX B

[SPECIFY HERE]

APPENDIX C

[SPECIFY HERE]

APPENDIX D

[SPECIFY HERE]

**M. REFERENCES**

The following is a list of all the references that were used in this Proposal:

[SPECIFY PROPOSAL REFERENCES HERE].

This Branding Proposal has been approved this [NUMBER] of [MONTH] of the year [YEAR] by the following Parties:

[AUTHORIZED SIGNATURE] [AUTHORIZED SIGNATURE]

[NAME] [NAME]

[JOB TITLE] of [DEPARTMENT NAME] [JOB TITLE] of [DEPARTMENT NAME]

[COMPANY NAME] [COMPANY NAME]

[CONTACT NUMBER] [CONTACT NUMBER]

[EMAIL ADDRESS] [EMAIL ADDRESS]