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# MOBILE APP DEVELOPMENT PROPOSAL

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## Prepared For

Private and Confidential

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**Client Company Name**

**Client Name**

**Client Phone Number**

**Client Email**

**Client Address**



**ACME TECH**

software as a service

*Private and Confidential*

## INTRODUCTION

### COVER LETTER

Dear \_\_\_\_\_,

Thank you for your time on checking our Mobile App Development Proposal.

We are ABC Software Company and we create first-rate and superior software on a computer, mobile, and web. We produce high-quality software that is affordable and flexible.

Having a good mobile app will increase your sales and subscriptions. This means that your app should be stable, user-friendly, and fast.

In this proposal, you'll see information about ABC Software Company our services, pricing, terms, and conditions.

We look forward to talking with you.

Sincerely,

John Smith  
Project Director  
ABC Software Company

COMPANY NAME  
123 Maple Street Anytown, PA 17101  
info@example.com - www.example.com  
(123) 1234567

## ABOUT THE COMPANY

We are ABC Software Company and we create first-rate and superior software on a computer, mobile, and web. We produce high-quality software that is affordable and flexible.

## VISION STATEMENT

Our vision is to produce high-quality service that is affordable and flexible to our clients. We want to make our clients happy by creating a world-class mobile app that will definitely help in their marketing and branding.

## MISSION STATEMENT

Our mission is to make our clients happy by creating a world-class mobile app that will definitely help in their marketing and branding. We will produce high-quality service that is affordable and flexible to our clients.

## OUR TEAM

**John Smith**  
Chief Executive Officer  
**Allison Cook**  
Chief Technical Officer  
**Joe Perry**  
Chief Financial Officer

**Marilyn Woodward**  
Project Director  
**Mark Richardson**  
Project Executive  
**Jane Doe**  
Project Manager



# DEVELOPMENT PROCESS

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We normally need 16-20 weeks to finish the mobile app completely. We send feedback to our client for every successful step we make. We assure our clients that we kept them updated with the project.

## MOBILE APP DEVELOPMENT PROCESS

1. Meeting and formally offering the proposal.
2. Acknowledgment and signing of contracts.
3. Research and data analysis.
4. Creating the first mockup and approval.
5. Proceed with building the app using wireframes.
6. Create the front-end technology of the app.
7. Improve visual UI design.
8. Produce the backend technology of the app.
9. Perform UX (User Experience) QA Testing.
10. Perform further testing with the client.
11. Launch the app in the App Store and Play Store.

## PROJECT DESCRIPTION

## PRICING QUOTE

	Offer	Amount
Market Research and Data Analysis		
iOS & Android App Development		
Software Development		
Web Development		
Content Writing		
User Experience and User Interface Design		
Photo and Video Marketing		
Quality Assurance Testing		
Mobile App Maintenance (Yearly)		
<b>Total Amount</b>		

**Note:** This pricing quote is valid only until \_\_\_\_\_.

# TERMS & CONDITIONS

## I. PARTIES

This Mobile App Development Proposal is specially prepared for  
(the "**Client**" hereinafter) by  
ABC Software Company.

If the Proposal is approved, it will be accepted as an agreement between the parties and terms and conditions set out below will be binding between the Client and the Company.

## II. TERM

This Agreement enters into force on the date of approval signature unless otherwise determined in writing by the parties, and the duration of the contract is 12 (twelve) months in total. At the end of this period, the parties may decide on the continuation and terms and conditions of the contractual relationship with a new written agreement.

## III. PAYMENT

The total amount due for the services selected by the Client above is  
. It shall be paid in equal  
installments. Payments will be made by . If the client  
failed to pay within (5) days after the due date, late charges of  
shall be applied.

## IV. RIGHTS & OBLIGATIONS OF THE PARTIES

- ABC Software Company undertakes to attach importance to corporate culture and ethical values by paying attention to the necessary care, sensitivity and trust elements in all kinds of services it will provide, and by keeping the satisfaction of the Client in the forefront with its understanding of rich and high quality software service specific to the Client.
- Company is obliged to create an environment that will provide the necessary care and trust for the data of the Client in any work to be carried out, and to convey the necessary warnings against data and other losses that the Client may suffer (Backup, security scanning, etc.).
- For the purpose of fulfilling Company's contractual obligations, the Client will provide maximum convenience in the performance of examination, trial and similar services by Company's employees, and will provide the information and documents requested by Company.
- In the event that the application becomes unusable due to a problem in the software, the Company has to start making applications to solve the problem within 24 hours at the latest.
- Neither this Agreement nor any of the rights, interests or obligations hereunder shall be assigned by any of the parties hereto (whether by operation of law or otherwise) without the prior written consent of the other party.

## V. TERMINATION

In the event of the Client's default in payment, the Company may suspend the provision of services or terminate this Agreement with a 7 days written notice.

After the expiration or termination of this Agreement, each of the parties, upon the request of the other party, returns all kinds of information, documents and records provided by the other party.

## **VI. AMENDMENT**

This proposal can only be changed or modified by the ABC Software Company. A new proposal will be made if the clients wish to change the content of the document.

After the approval of the Client, the terms and conditions shall only be modified or changed by the written mutual consent.

## **VII. INTELLECTUAL PROPERTY RIGHTS**

Parties agree and undertake that all the intellectual property rights on the source codes and all kinds of dispositions belong to the ABC Software Company. The Client shall not change, copy or sell these codes without written consent of the ABC Software Company.

The Client undertakes to use the application only for the conditions and time period specified in this proposal.

## **VIII. CONFIDENTIALITY**

Each Party undertakes for itself and guarantees to keep confidential any information relating to or that was disclosed in preparation of or as required under this Agreement and to prevent the passing on of such information to third parties other than mandatory notification responsibilities under Law.

## **IX. ENTIRE AGREEMENT**

This Agreement supersedes all prior discussions and writings and constitutes the entire agreement between the Parties.

**X. GOVERNING LAW**

This Agreement shall be governed by and construed in accordance with the substantive laws of

\_\_\_\_\_.

Company Representative

**Signature**

Date Signed

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As of the date of \_\_\_\_\_, This Proposal is reviewed and approved.

Authorized Signatory of

**Signature**

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If you have any questions, please do not hesitate to contact us at (123) 1234567 or via email at [example@example.com](mailto:example@example.com).