

**MELSON**

**Assignment #1: Writing a Proposal**

**10-25-14**

**PROPOSAL**

prepared for

**ABC Law Firm**

by KM Consulting

October 26, 2014

## Summary

KM Consulting (KMC) proposes to work with ABC Law Firm (ABC) management to develop a business plan and a website plan and to support execution of those plans including development of the website.

ABC currently specializes in family law; divorce, custody, child support and adoption. ABC has been in business for over 30 years and is changing the emphasis of its business to services provided "outside the courthouse" rather than trial work.

The ABC image will be revitalized, encouraging both the law community and the community-at-large to look to this law firm for their collaborative law and mediation needs. The firm's good reputation is a foundation to build on.

## Background

ABC will transition from a full-service family law firm to practicing solely in the areas of collaborative family law and mediation. The transition will take place in 2015 starting in the spring of 2015.

In order to facilitate a smooth transition, a business plan, website plan and website together with the project plans to execute those tasks are needed to guide and support the business through the transition.

KMC has over thirty years of experience planning, specifying and developing software projects. KMC has specialized in web projects for the last fifteen years.

KMC staff has five years of experience as Office Manager and Legal Assistant at ABC. In addition, KMC staff is a trained mediator.

## Objectives

1. Business Plan: The business plan must cover the transition from trial law to practice based in the areas of collaborative family law and mediation. The plan must, at a minimum:
  - a. examine the logistics of providing those services
  - b. analyze the market and the competition
  - c. define the firm's costs and the pricing of services
  - d. determine any reorganization of office procedures
  - e. plan any rearrangement of the office layout to accommodate those service collaborative and mediation services
  - f. define staffing needs; both the skill sets and working hours needed
2. Website Plan: The website plan must incorporate the marketing objectives of the business plan and accurately represent the law firm's services and qualifications. In addition, the plan must cover all the technical details of creating, hosting and maintaining a website
3. Website: The website must accurately represent the law firm's services and qualifications. In addition, since the legal system is overwhelming to most individuals, the website language must cut through the fog of the legal process. By its example the website must reassure the reader that they can understand the process and that ABC can guide them through the legal process.

## Deliverables

1. Business Plan – completion date: January 31, 2015
2. Website Plan – completion date: January 31, 2015
3. Website – completion date: March 15, 2015

## Estimated Schedule

The schedule and milestones will be refined as part of the planning process.

### 1. Business Plan Project

<b>Milestone</b>	<b>Hours</b>	<b>Start Date – Completion Date</b>
1.0 Define Services Offered	8.0	01/02/15 – 01/09/15
2.0 Marketing Analysis	16.0	01/02/15 – 01/09/15
3.0 Develop marketing plan	12.0	01/09/15 – 01/16/15
4.0 Estimate startup costs	4.0	01/09/15 – 01/16/15
5.0 Design new marketing materials, order	10.0	01/09/15 – 01/16/15
6.0 Financial Projections for 12 months	8.0	01/16/15 – 01/23/15
<b>Completion Date</b>	<b>58.0</b>	<b>01/23/15</b>

### 2. Website Plan and Website Projects

<b>Milestone</b>	<b>Hours</b>	<b>Start Date – Completion Date</b>
1.0 Define the budget	4.0	01/02/15 – 01/23/15
2.0 Align with Business Plan	10.0	01/02/15 – 01/23/15
3.0 Define Audiences	24.0	01/02/15 – 01/23/15
4.0 Define Expectations for Website Interactions	4.0	01/17/15 – 01/24/15
5.0 Determine & Define Applications Needed	8.0	01/17/15 – 01/24/15
6.0 Determine how to measure website results	8.0	01/24/15 - 01/31/15
7.0 Define Support & Maintenance Plan/Tasks	4.0	01/24/15 - 01/31/15
8.0 Create schedule for website build	4.0	01/24/15 - 01/31/15
9.0 Execute scheduled tasks – build the website	100.0	02/01/15 - 03/15/15
<b>Completion Date</b>	<b>166.0</b>	<b>03/15/15</b>

## Estimated Budget

The hourly rate used for these estimates is \$50/hour. The budget will be refined as part of the planning process. The total estimated budget for all three projects is \$11,700.00.

### 1. Business Plan Project

<b>Milestone</b>	<b>Hours</b>	<b>Cost</b>
1.0 Define Services Offered	8.0	\$400.00
2.0 Marketing Analysis	16.0	\$800.00
3.0 Develop marketing plan	12.0	\$600.00
4.0 Estimate startup costs	4.0	\$200.00
5.0 Design new marketing materials, order	10.0	\$500.00
6.0 Financial Projections for 12 months	8.0	\$400.00
7.0 Estimated cost of marketing materials	0	\$500.00
<b>Total</b>	<b>58.0</b>	<b>\$3,400.00</b>

### 2. Website Plan and Website Projects

<b>Milestone</b>	<b>Hours</b>	<b>Cost</b>
1.0 Define the budget	4.0	\$200.00
2.0 Align with Business Plan	10.0	\$500.00
3.0 Define Audiences	24.0	\$1,200.00
4.0 Define Expectations for Website Interactions	4.0	\$200.00
5.0 Determine & Define Applications Needed	8.0	\$400.00
6.0 Determine how to measure website results	8.0	\$400.00
7.0 Define Support & Maintenance Plan/Tasks	4.0	\$200.00
8.0 Create schedule for website build	4.0	\$200.00
9.0 Execute scheduled tasks – build the website	100.0	\$5,000.00
<b>Total</b>	<b>166.0</b>	<b>\$8,300.00</b>