

CONSULTING PROPOSAL

Online ordering growth plan for Acme Coffee

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Date	6 October 2026
Valid until	6 November 2026

1. Where you are now

Online ordering went live in December. Orders are steady on weekdays but drop by half at weekends, and 70% of customers order only once.

2. What you want

Double weekend online orders by March 2027, and get one in three first-time customers to order again within 30 days.

3. Approach

Phase 1, Diagnose (2 weeks): order data review and 10 customer interviews. Phase 2, Plan (1 week): a 90-day growth plan with 5 prioritised tests. Phase 3, Support (8 weeks): fortnightly reviews while Acme runs the tests.

4. Deliverables

Findings report (PDF), 90-day growth plan, a simple weekly dashboard, 4 review calls.

5. Timeline

Start 1 November 2026, plan delivered 22 November, support ends 31 January 2027.

6. Investment

Option	Includes	Fee
Diagnose	Phase 1 and findings report	€2,400
Diagnose + Plan	Phases 1 and 2, 90-day plan	€3,600
Full	Phases 1 to 3, with 8 weeks of support	€5,800

7. Next steps

Reply with the option you prefer. A short agreement and the first invoice follow within one business day, and the interviews are booked in the first week.