

Alex Vance

Freelance Proposal

PROJECT DETAILS

PROJECT Custom Shopify store build for Northwind Outdoors — bespoke theme, product configurator, inventory sync with Shopify admin, mobile-first checkout, and analytics setup.

RATE \$8,000 flat

TIMELINE 5 weeks

DATE May 14, 2026

Subject: Proposal: Custom Shopify Build for Northwind Outdoors

Hi [Client Name],

I've followed Northwind Outdoors' growth, and it's clear you've outgrown "off-the-shelf" solutions. To capture the rugged, premium feel of your brand while handling complex product logic, you need a high-performance, bespoke Shopify ecosystem. I'm excited to submit this proposal to lead that build.

****Understanding of Project****

Northwind Outdoors requires a Shopify presence that is as functional as the gear you sell. The core challenge is balancing a high-end, custom aesthetic with a technical product configurator, all while ensuring that custom orders sync perfectly with your Shopify admin for seamless fulfillment. You also need a mobile-first experience to capture the high percentage of outdoor enthusiasts shopping on the go.

****Proposed Approach****

My strategy focuses on performance and conversion:

- * ****Bespoke Theme Development:**** I don't use bloated pre-made themes. I will build a lightweight, custom Shopify theme from scratch using Liquid, ensuring lightning-fast load speeds and a unique brand identity.
- * ****Custom Product Configurator:**** I'll develop a tailored interface allowing customers to build their gear in real-time. This will be built to feed directly into your cart attributes without breaking your inventory logic.
- * ****Backend & Sync:**** I will configure a robust inventory sync within the Shopify admin to ensure your custom builds and stock items are tracked accurately.
- * ****Optimization:**** We'll implement a mobile-first checkout flow and a full Google Analytics 4 (GA4) / Enhanced Ecommerce setup to track every step of the customer journey.

****Timeline & Deliverables****

This is a ****5-week project**** broken down as follows:

- * ****Week 1:**** Discovery, UI/UX Wireframing, and Design Approval.
- * ****Week 2-3:**** Custom Theme Development & Product Configurator Build.
- * ****Week 4:**** Inventory Sync, Mobile Optimization, and Analytics Integration.

* **Week 5:** Beta Testing, QA, Client Training, and Live Launch.

Investment

The total investment for this custom build is a flat fee of **\$8,000**.

This includes all development, 30 days of post-launch support, and a recorded training session for your team.

Next Steps

I'm ready to start as early as next Monday to hit our 5-week target. Are you available for a brief 15-minute call on Thursday or Friday to finalize the details and move to the contract stage?

Best regards,

Alex Vance

[Portfolio Link/Website]

[Phone Number]