

PROJECT SCOPE



1. CLIENT INFORMATION

Business/Organization Name:	
Contact Person:	
Position/Role:	
Email Address:	
Phone Number:	
Website (If any)	

2. PROJECT OVERVIEW

Project Title:	
Brief Description of the Project: (What do you want to achieve?)	

3. Services **Required** (Check all that apply)

- ☐ Digital Marketing
- ☐ Podcast Marketing
- ☐ Web Design & Development
- ☐ Smart QR-Code Business Tools
- ☐ AI-Powered Marketing Solutions
- ☐ Branding & Visual Identity
- ☐ Other (please specify): _____

4. OBJECTIVES & **GOALS**

- What are the primary goals of this project? (e.g., brand awareness, lead generation, sales growth, audience engagement)

5. TARGET **AUDIENCE**

- Describe your target audience (age, location, profession, interests, etc.):

6. COMPETITORS OR **INSPIRATION**

- List competitors or brands you admire:

7. Project **Deliverables**

What specific outputs do you expect? (e.g., website, social media campaign, podcast assets, branded QR codes)

8. BUDGET **RANGE**

1

- ☐ Under E5,000
- ☐ E5,000 – E10,000

2

- ☐ E10,000 – E20,000
- ☐ E20,000+

3

- ☐ Undisclosed (Let's Discuss)

9. Timeline & **Deadlines**

Ideal project start date, and Desired project completion date.



Why did the social media marketer break up with the calendar?

– Too many **dates**, not enough **engagement!**



10. Terms & Conditions

1. **Confidentiality:** All information provided in this form will be treated with strict confidentiality and used solely for project planning and execution purposes.
2. **Quotation & Agreement:** A formal quotation and service agreement will be provided after this scope form is reviewed and discussed with the client.
3. **Project Deposit:** A deposit of 50% of the total project cost is required upon commencement unless otherwise agreed in writing.
4. **Additional Services:** Any requests for major revisions or additional services beyond the original scope may incur additional charges and impact timelines.
5. **Client Responsibilities:** Project timelines are dependent on timely provision of content, feedback, and approvals by the client. Delays on the client's side may result in revised delivery dates.
6. **Ownership:** All final project deliverables remain the intellectual property of CreativeLab Co. until full payment is received.
7. **Acceptance:** By signing this form, the client agrees to the terms above and confirms the accuracy of the information provided.

11. APPROVAL & **CONFIRMATION**

I **confirm** that the information provided is accurate and gives **CreativeLab Co.** the necessary understanding to begin this project.

Client Signature: _____

Date: _____