



Design Co.

April 25, 2014

To: Small Business Funding Inc. (SBFI)

From: Brittany Gilkes

Subject: Proposal to provide iPads for Gee Elegance Design Co.

Gee Elegance is a small design company that started in 2013. At first we were designing layouts for magazine articles. For example we were working with Beautify magazine and Food Network magazine just to name a few. Then we changed our motive since the world is moving into a more digital era. Now Gee Elegance is a design company that creates digital publications to tablets and Apple iPhones for other businesses.

To do this we use the Digital Publishing Suite to create these captivating and powerful interactive pages. We design many digital publications like magazines, menus, catalogs and much more. We are a new and upcoming company and wish to bring our services to many other businesses; so that consumers can experience these businesses' brands in a new and exciting way.

Goal

Our purpose for creating these projects is to help brand these businesses. It is also helping to brand our company as well, because other businesses are getting to know us by using our services. By providing our company with these iPads, we will be able to see our work in progress and work efficiently. These iPad will greatly benefit both our company and our consumers by:

- Making our work and the consumer's life a lot easier
- We would also be able to make quick and smart decisions about the way to design a specific layout and get it out to the public
- Give consumers an easy way to view other businesses' media.

Issue

In order for our clients to work on these projects, we need iPads to work along with the Digital Publishing Suite. Including the other programs we use also (Adobe InDesign and Adobe Content Viewer). With the iPads we would be able to check:

- How our projects look before we publish it
- Check how it will work on the tablet as we create it
- Update it if we need too in the future

Budget

We would gladly accept if you can provide the money for our supply. The cost of an iPad Air Wi-Fi 64GB – Silver is \$699. We would need a total of 19 iPads for our 19 employees which would come to a cost of \$13,281. Tax is \$1,178.69, which would make this purchase come to a total of \$14,459.69, with free shipping (\$0.00).

- **(iPad Air Wi-Fi 64GB – Silver)**
- Item Price: \$699.00
- Quantity: 19
- Line Price: \$13,281.00
- Free Shipping: \$0.00
- Estimated Tax: \$1,178.69
- **Total: \$14,459.69**

Gee Elegance hopes that you would consider our proposal. It would greatly help to start our company and help many other businesses in the future as well.