

# **Business Proposal**

**PRO.#112100998**

**Number 12**

**Gadgets & More Co.**

**Villa 120/45**

**Hedgeda St.**

**Vilal. 9898**

# AU

**ABOUT US**

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## Proposal

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Mr. Mario Joseph Lenon  
CAPITAL INVESTMENTS Inc.  
11 - St. Brigadier Street  
Maxwell Avenue  
432434 Bridge Town.

REF # 34249900  
08. Aug 2020

Sir/Madam,

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We look forward to hear from your side,

Thanking you,

## Proposal

Mr. Abcd Zyx  
Designation  
M. 3242111000, E. justhi@susg.com

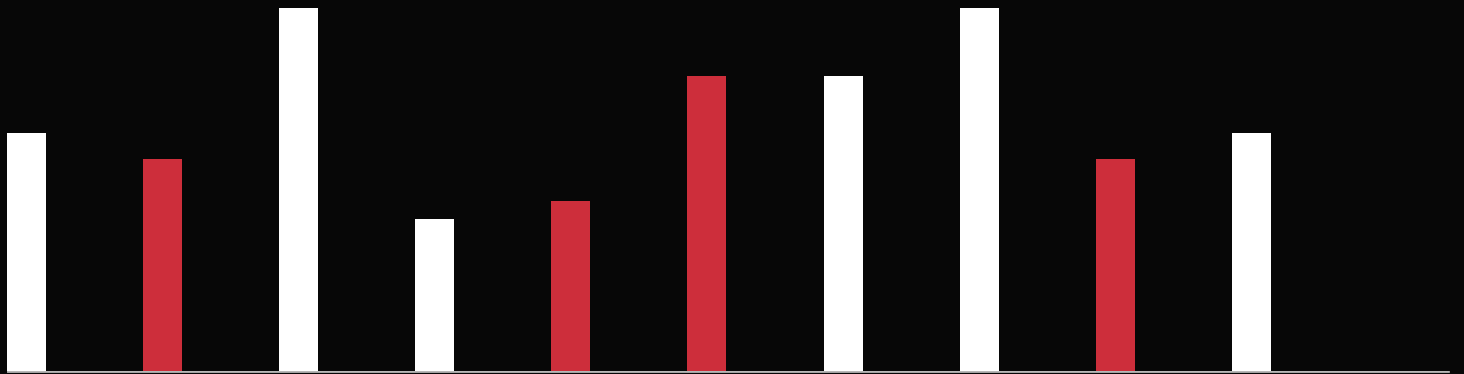
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**The purpose of lorem ipsum is to create a natural looking block of text (sentence, paragraph, page, etc.) that doesn't distract from the layout. A practice not without controversy, laying out pages with meaningless filler text can be very useful when the focus is meant to be on design, not content.**

**The passage experienced a surge in popularity during the 1960s when Letraset used it on their dry-transfer sheets, and again during the 90s as desktop publishers bundled the text with their software. Today it's seen all around the web; on lorem ipsum.**

# Sales Figures 2021 Q1



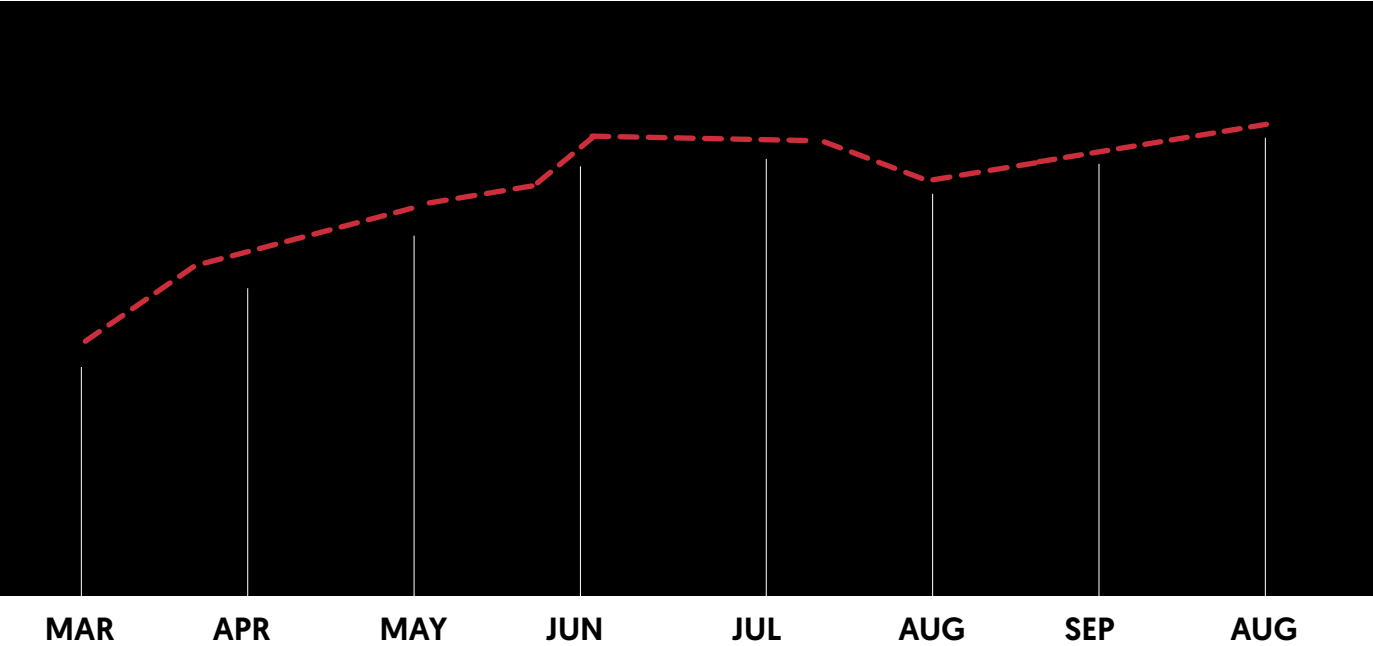
Quarter 1



Q1 GROWTH



# Projected Sales Figures



## MARKET STUDY



So how did the classical Latin become so incoherent? According to McClintock, a 15th century typesetter likely scrambled part of Cicero's De Finibus in order to provide placeholder text to mockup various fonts for a type specimen book.

It's difficult to find examples of lorem ipsum in use before Letraset made it popular as a dummy text in the 1960s, although McClintock says he remembers coming across the lorem ipsum passage in a book of old metal type samples. So far he hasn't relocated where he once saw the passage, but the popularity of Cicero in the 15th century supports the theory that the filler text has been used for centuries.



# 5G

Don't bother typing "lorem ipsum" into Google translate. If you already tried, you may have gotten anything from "NATO" to "China", depending on how you capitalized the letters. The bizarre translation was fodder for conspiracy theories, but Google has since updated its "lorem ipsum" translation to, boringly enough, "lorem ipsum".

One brave soul did take a stab at translating the almost-not-quite-Latin. According to The Guardian, Jaspreet Singh Boparai undertook the challenge with the goal of making the text "precisely as incoherent in English as it is in Latin - and to make it incoherent in the same way". As a result, "the Greek 'eu' in Latin became the French 'bien' [...] and the '-ing' ending in 'lorem ipsum' seemed best rendered by an '-iendum' in English."

Here is the classic lorem ipsum passage followed by Boparai's odd, yet mesmerizing version:

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam hendrerit nisi sed sollicitudin pellentesque. Nunc posuere purus rhoncus pulvinar aliquam. Ut aliquet tristique nisl vitae volutpat. Nulla aliquet porttitor venenatis. Donec a dui et dui fringilla consectetur id nec massa. Aliquam erat volutpat. Sed ut dui ut lacus dictum fermentum vel tincidunt neque. Sed sed lacinia lectus. Duis sit amet sodales felis. Duis nunc eros, mattis at dui ac, convallis semper risus. In adipiscing ultrices tellus, in suscipit massa vehicula eu."



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福州大學  
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# Commercials

Details	Timeline	Budget \$
Mark Arrow Branded TV Commercial	30 min	1.2 million
Spice up Shoot / Arrow Magadian Spot Villa	2 weeks	3.23 million
Mark Mullen Cranes	4 weeks	2.17 million
James Wilkinson Date	21 days	8.45 million

## Schedules & Timings

The decade that brought us Star Trek and Doctor Who also resurrected Cicero—or at least what used to be Cicero—in an attempt to make the days before computerized design a little less painstaking.

The French lettering company Letraset manufactured a set of dry-transfer sheets which included the lorem ipsum filler text in a variety of fonts, sizes, and layouts. These sheets of lettering could be rubbed on anywhere and were quickly adopted by graphic artists, printers, architects, and advertisers for their professional look and ease of use.

Aldus Corporation, which later merged with Adobe Systems, ushered lorem ipsum into the information age with its desktop publishing software Aldus PageMaker. The program came bundled with lorem ipsum dummy text for laying out page content, and other word processors like Microsoft Word followed suit. More recently the growth of web design has helped proliferate lorem ipsum across the internet as a placeholder for future text—and in some cases the final content (this is why we proofread, kids).

## Project Timeline and Milestones

<b>Stage 1 Multi Star Shoot</b>	This handy tool helps you create dummy text for all your layout needs.
<b>Shoot 2 Preliminary Ideas</b>	Cambridge amico dit me que Occidental es.Li European lingues es membres del sam familie.
<b>li pronunciation e li plu</b>	The new common language will be more simple and regular than the existing European languages.



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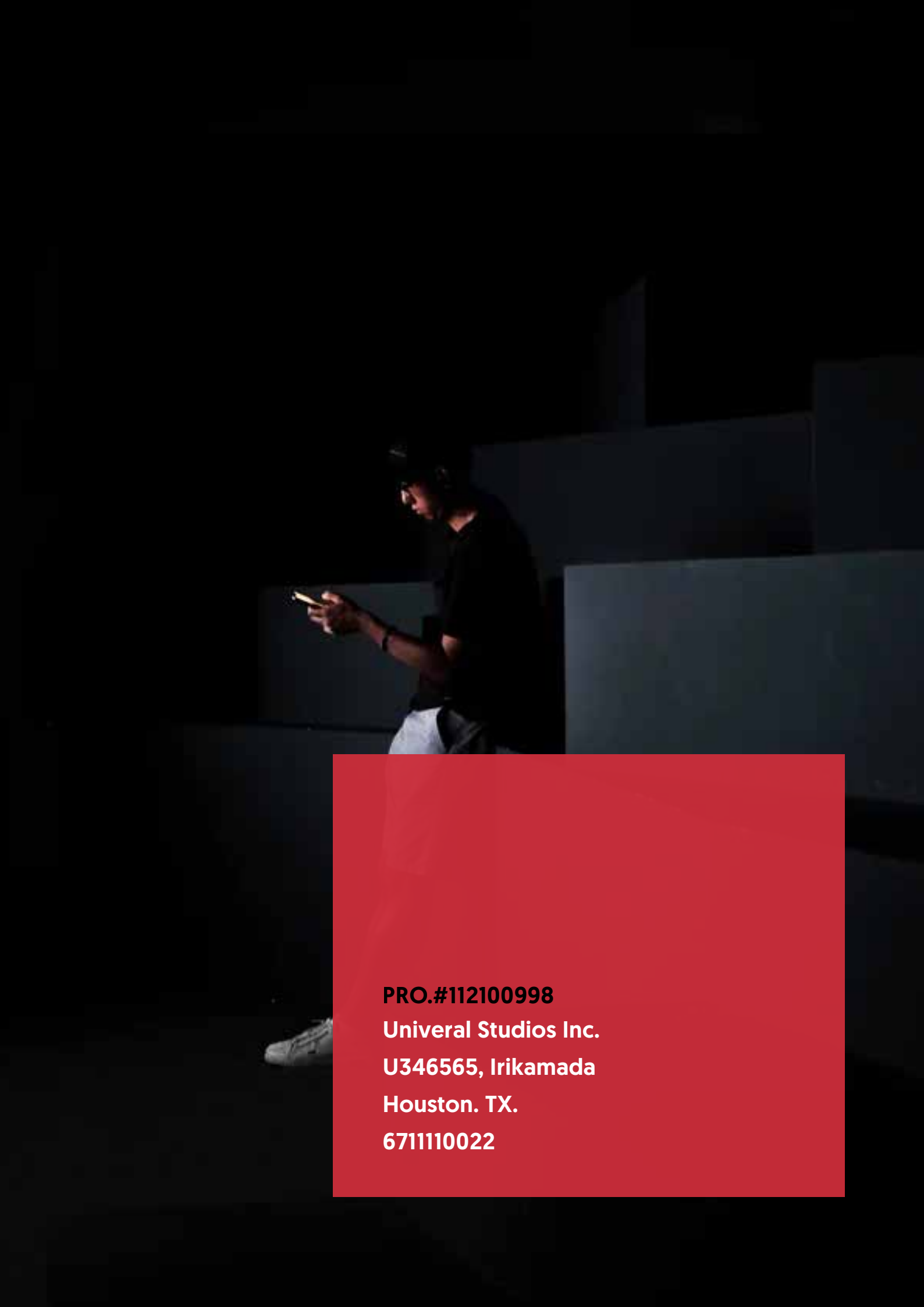


## Common Characteristics Designs

The European languages are members of the same family. Their separate existence is a myth. For science, music, sport, etc, Europe uses the same vocabulary. The languages only differ in their grammar, their pronunciation and their most common words. Everyone realizes why a new common language would be desirable: one could refuse to pay expensive translators. To achieve this, it would be necessary to have uniform grammar, pronunciation and more common words. If several languages coalesce, the grammar of the resulting language is more simple and regular than that of the individual languages. The new common language will be more simple and regular than the existing European languages. It will be as simple as Occidental; in fact, it will be Occidental. To an English person, it will seem like simplified English, as a skeptical Cambridge friend of mine told me what Occidental is. The European languages are members of the same family. Their separate existence is a myth. For science, music, sport, etc, Europe uses the same vocabulary. The languages only differ in their grammar, their pronunciation and their most common words.

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