

— REQUIREMENT BRIEF · STEP 1 OF 2

Tell us what you actually *need.*

Fifteen minutes here saves a fortnight of back and forth. Answer what you can and leave the rest blank — we will fill the gaps on the call. Send it back and you get a fixed written quote against it within 48 hours.

15 MIN TO COMPLETE

48H TO A WRITTEN QUOTE

FREE TEARDOWN EITHER WAY

NO OBLIGATION

Who we would be working with.

A 1

Business name and website

If you have no site yet, write “none”.

A 2

Your name and role

A 3

Best way to reach you

WhatsApp number or email — whichever you check.

A 4

Where are your customers?

City, region, or countries if you sell across borders.

A 5

What do you sell, in one sentence?

Say it the way a customer would, not the way your industry would.

The work itself.

B 1

Which departments does this involve?

Tick everything that applies. We will tell you if something is unnecessary.

- ☐ Websites ☐ Search & paid ads ☐ Mobile & web apps ☐ Social presence ☐ Brand & identity
☐ AI & automation ☐ Startup & workspace setup ☐ Team training & AI enablement

B 2

What is the single biggest problem right now?

The one thing that, if fixed, would change the most.

B 3

What have you already tried?

Including anyone you have worked with before, and what went wrong.

B 4

What does success look like in six months?

Be specific if you can — enquiries a week, a ranking, hours saved.

What shapes the quote.

C 1

Roughly how big is it?

For a site, how many pages. For an app, how many distinct screens or user types.

C 2

How many languages?

☐ One ☐ Two ☐ Three or more ☐ Not sure yet

C 3

Do you have brand assets?

☐ Logo and guidelines ☐ Logo only ☐ Nothing yet ☐ Needs redoing

C 4

Content and images

☐ We have both ready ☐ We have some ☐ We need you to write and source it

C 5

What must it connect to?

CRM, booking system, accounting, ERP, payment provider, anything else.

C 6

Is there a deadline, and what drives it?

An opening, a campaign, a season, a contract.

C 7

Budget range you are working to

A range is fine. It changes what we propose, not whether we reply.

What already exists.

D1

Who currently owns the domain?

☐ We do ☐ A former developer or agency ☐ Not sure

D2

Which of these exist and are in your name?

☐ Domain ☐ Business email ☐ Google Business Profile ☐ Analytics ☐ Ad accounts ☐ Social accounts
☐ CRM

D3

Anything we should know before quoting?

Legal, regulatory, confidentiality, internal politics — anything that changes the shape of the work.

NEXT

- Send this back to info@anrerelabs.com, or as a photo on WhatsApp to +91 62829 43957. A photo of a filled-in printout is completely fine.
- We read it, then send a fixed written quote against this scope within 48 hours, split into milestones you approve.
- If anything is unclear we will ask before quoting rather than padding the number to cover the unknown.
- Nothing here is a commitment. The teardown of what you already have is free and yours to keep either way.

NAME

DATE

Questions before you fill this in?

Message us. We would rather spend ten minutes on the phone than have you guess at an answer, and there is no version of this where you get chased for it afterwards.

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