Business proposal

Due : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What is a business proposal?**

From *Inc.com*:

“A business proposal is a written document sent to a prospective client in order to obtain a specific job… Many service businesses operate entirely on the basis of proposal. In other cases a proposal is sometimes required, sometimes not. In highly technical fields, the proposal may be filled with dry listings of engineering specifications and/or process details. But it is vital to remember that proposals are always first and foremost *sales document*.”

**What does a business proposal look like?**

From *Inc. com:*

All proposals have at least two distinct pieces: a cover letter and the proposal document itself. In addition, sometimes one or more appendices may be provided with charts, graphs, photographs, maps, and so on. The *proposal document* usually has the following structure:

1. **Title page.** This part typically includes your name and the name of your company, the name of the person to whom the proposal is submitted, and the date of submission.
2. ~~Table contents.~~
3. ~~Executive summary~~
4. **Statement of the Problem/Issue/Job.** This section repeats, in a rephrased manner, the client’s objectives and goals as interpreted by the bidder. Including this restatement of the issue is valuable in showing the client that the bidder understands the issue correctly.
5. **Approach.** In this section the bidder summarizes his or her proposed approach to solving the client’s problem or carrying out the necessary task. The proposed approach is often the key to winning the job—if the price is right—because it shows unique means, modes of thought, or techniques, why they will solve the problem, and why they are superior to alternatives. The section needs not be detailed.
6. ~~Methodology.~~
7. **Bidder’s Qualifications**. This section presents documentation why this bidder should be chosen on the basis of qualifications, past history, and successful accomplishments of similar jobs in the past.
8. **Schedule and Benchmarks**. Major elements of the job are here and displayed against a time line. If necessary, specific benchmarks are identified to indicate successful accomplishment of intermediate objectives.
9. **Cost Proposal, Payment Schedules~~, and Legal Matters~~**. The bidder concludes by presenting the price in as much detail as required in the RFP. It is always wise to specifically pin-point when the bidder expects to obtain partial payments as the work proceeds. ~~If legal matters are involved, they can be placed here. If they are lengthy, they may merit a section of their own.~~

**What will I be doing?**

You will be writing what is called an “unsolicited” business proposal. You are writing a proposal to complete a specific job for a business that has not yet requested your service. You’re basically recommending your business to a potential customer. The goal of the proposal is for the company to hire you to do this job. Think of this proposal as a detailed, specific advertisement for what your company has to offer.

Your business proposal will have 2 parts (As explained above):

* A title page (as described above, with info centered in middle of page)
* 2-3 pages where you restate the problem/issue/job, explain your approach and qualifications, and detail your schedule/benchmarks and cost.
* Your proposal plan, as explained above, would be 3-4 pgs. In length.
* Use 12 pt. Times New Roman font, double-spaced
* Use correct grammar, punctuation, and sentence structure
* Write it professionally, in a formal tone you’d use with a business

**How you’re being graded:**

* Point breakdown: 30 pts. total
  + Title page = 5 pts
  + Restatement of the Problem/Issue/Job = 5 pts
  + Section on your approach = 5 pts
  + Section on your qualifications = 5 pts
  + Scheduling/benchmarks + Cost information = 5 pts
  + Cost information = 5 pts
* You will receive points on each section based on **writing clarity**, **grammar/spelling**, **organization**, **appropriate tone**, and **how well your writing shows your knowledge/research**.