

PROPOSALS

Prepared by :



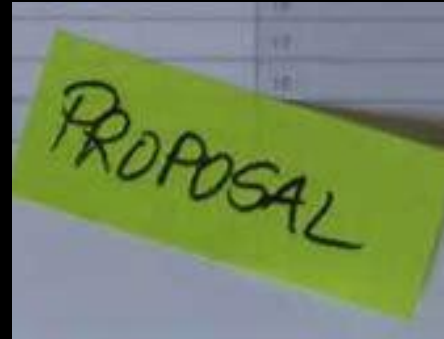
ACE
CROCKERY

IMPORTANCE

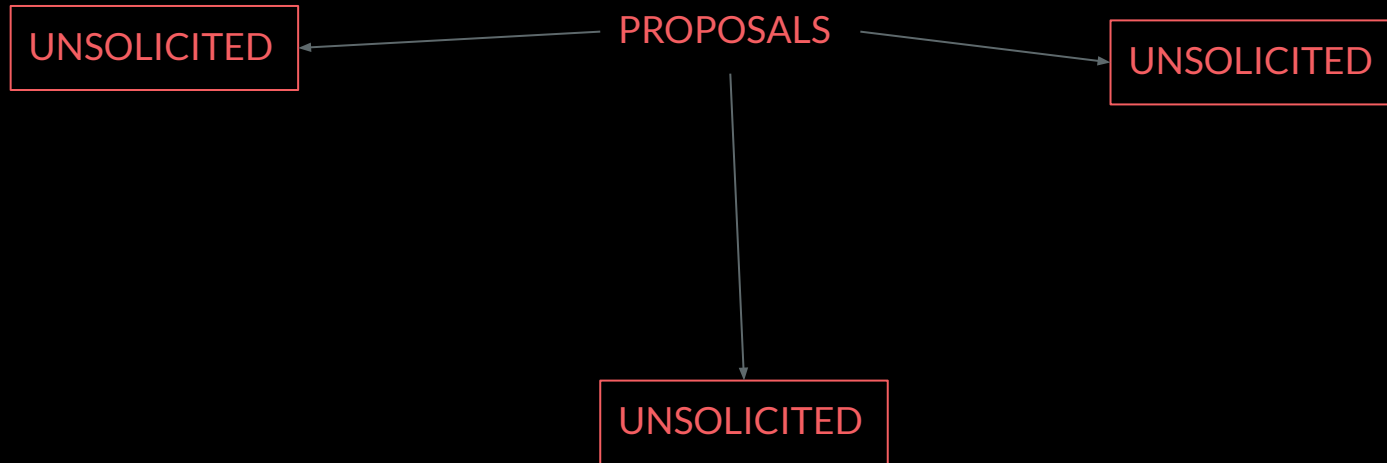
SURVIVAL

IDEAS

ACCEPTANCE



TYPES



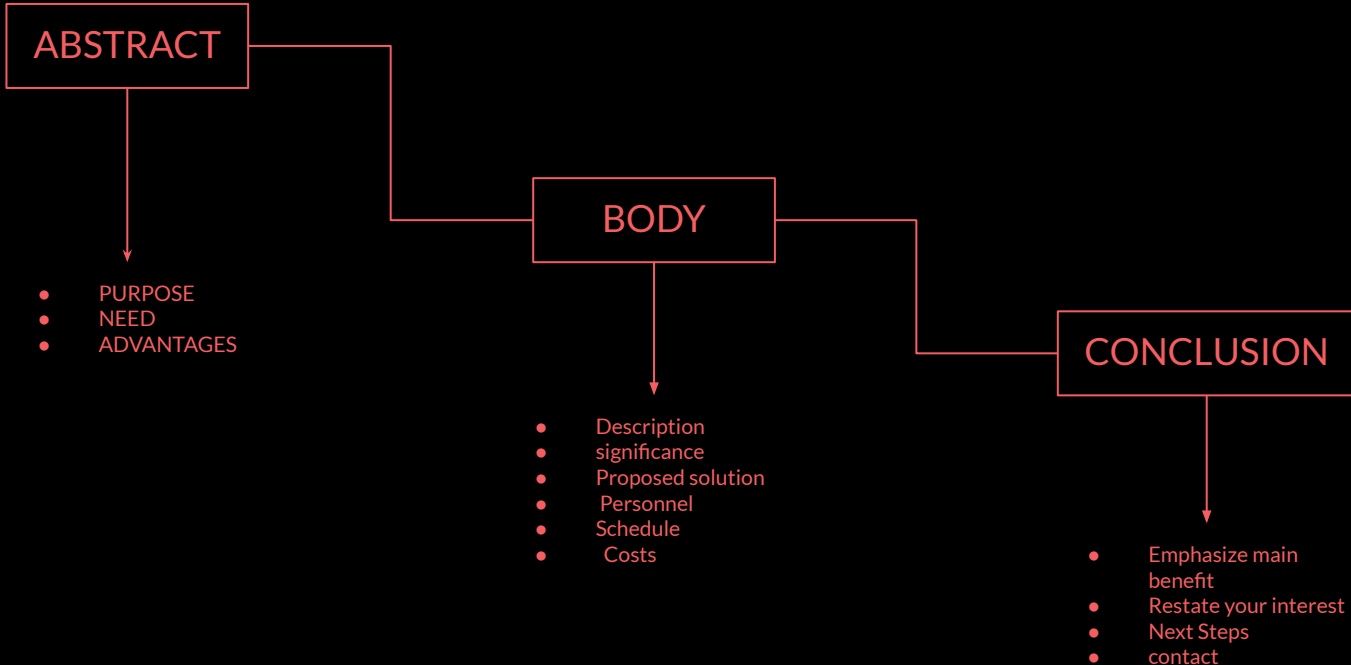
UNSOLICITED PROPOSALS

INTERNAL
ORGANIZATION

ABC
FORMAT



ABC FORMAT



INSTRUCTIONS

- Because unsolicited proposals are often formatted as informal documents, you may have to put supporting data or illustrations in attachments that follow the conclusion.
 - Cost and schedule information, in particular, is best placed at the end in well-labeled sections.
 - Make sure that the proposal text includes clear references to these visuals.
 - If you have more than one attachment, give each one a letter and a title
-

SOLICITED PROPOSALS

BETWEEN
ORGANIZATION

OFFERING
PRODUCT TO
ORGANIZATION

ABC
FORMAT



REQUEST
FOR
PROPOSAL
(RFP)



CREATING
PROPOSAL

STRICT GUIDELINES

- The statement of need
- Details of the information requested
- Criteria for awarding the contract
- Formatting requirements (follow these strictly)
- Submission requirements, including deadline, recipient information, and whether the proposal is to be submitted digitally or as a print copy.

ELEMENTS OF PROPOSAL

TITLE PAGE

Project Name

**Proposal, Technical Project
Plan X**
to be presented on *[presentation date]*

[Student Name]

[Client name]

[Contact address]

[Contact phone]

[Contact email]

Option: XXXXXXXXXXXX

Advisor: XXXXX

Letter/Memo of Transmittal

Company Street Address, City, State, Zip Code

Phone: 555-555-5555
Fax: 555-555-5555
Email: abc@example.com
Website: www.websiteaddress.com

Sender's Name
Title/Position of Sender

Recipient's Name
Recipient's Title/ Position
Recipient's Organization Name
Recipient's Street Address
City, State, Zip Code

Dear Mr. _____,

Introductory paragraph will contain title and purpose of writing the letter and the accompanying report or other document. It will be mentioned who is it written for? This paragraph will also include who authorized the project and when.

Body paragraph will contain information about methods used for making the report if important. You can write short paragraph on methods. Give an overview of results, highlight main results and point out surprising results. Give brief of conclusions and write few lines about recommendations.

Third paragraph will be conclusion paragraph. Here in this paragraph you will assistance you received, offer your assistance in interpreting your report, make a call to action and add personal comments.

If you have any questions on these matters, please contact (principal contact) at (phone number).

Sincerely,

Enclosure: Accompanied Document Name

Signature of Designated Official _____ Date _____

Executive Summary

EXECUTIVE SUMMARY

CONCEPT:

Healthy Body Ball™ is the first massage therapy ball based on the revolutionary trigger point therapy massage system to enter the international multi-billion dollar therapeutic massage industry. With an U.S. Provisional Patent in place since June 1998 and a Registered Patent pending within the next 12 months, this product is poised to capture a significant segment of the growing home- and self-massage market as well as the already established market of professional massage therapists. After a dozen prototypes were developed and tested since 1997, final designs are now ready for production.

The product can range in size from a golf ball to a soccer ball made of silicon rubber. Its uniqueness comes from the 10 to 14 nodes, approximately 1" in length, projecting axially from and evenly spaced over the ball's outer surface. The nodes are designed and engineered to mimic the pressure and consistency of a massage therapist's thumbs in the application of trigger point massage therapy. The product is especially effective for common back pain and tension and it can be used on any area appropriate for trigger point massage therapy. The massage ball is applied to specific body areas by hand or arm pressure, body weight or body rolling. It is both a self-massage tool and a product which can be applied by a licensed massage therapist.

A User's Guide indicating important trigger points for therapy and instructions on the product's use also will be included with the product.

TARGET MARKETS:

Healthy Body Ball™ is immediately marketable to the industry's 43,000 massage therapists in 30 countries, as registered with the American Massage Therapist Association (AMTA), in addition to approximately another 147,000 massage therapists reachable through a variety of media and direct contact venues. Consumer markets include sports/fitness, wellness and spa products consumers, current massage therapy consumers, people suffering from chronic or acute back or other muscle pain, frequent travelers, senior citizens and consumers who desire or need massage therapy but cannot afford it or make time for it.

According to the AMTA's 2000 Massage Therapy Consumer Survey (July 2000), 21% of Americans expect to get a massage in the next 12 months. Approximately 20 percent continue to say that the primary reason they do not get a regular massage is that they are too busy - making a home- and self-massage product optimal. Finally, nearly one out of four adults with annual family incomes of \$50,000+ had a massage from a massage therapist in the past 12 months.

INVENTOR:

Healthy Body Ball™ was developed and invented by Cheryl E. Zemoni-Payne, chief executive officer of Healthy Body Products, Inc. based in Tucson, Arizona. Zemoni holds the designation of Nationally Certified in Therapeutic Massage & Bodywork by the American Massage Therapy Association and is a licensed State of Arizona massage therapist. She has over 10,000 hours in

Appendixes

BOILERPLATE AND STANDARDIZE TEXT

BOILERPLATE TEXT

STANDARDIZE TEXT



ABC FORMAT

ABSTRACT

- Capsule summary of proposal
- Purpose of proposal
- Reader's main read

BODY

- Supporting info
- Background info
- Benefit of proposal

CONCLUSION

- Restate main benefit
- Urge client to buy product
- overview

ABC Format: Solicited Proposal

- **ABSTRACT:** Overview of the scope and desired outcomes
 - Scope of the proposal
 - Restatement of the situation or problem
 - Summary of proposing organization's qualifications
 - Benefits of the proposal
 - Overview of the general organization of the proposal
- **BODY:** Details of the proposed plan, product, or service
 - Summary of the current situation
 - Background information and data as appropriate
 - Technical information
 - Management information
 - Cost information
 - (Appendixes—appear after text, but support body section)
- **CONCLUSION:**
 - Benefits of accepting the proposal
 - Unique qualifications of the proposing organization

SALES PROPOSAL

MANAGEMENT SECT



```
graph LR; MS[MANAGEMENT SECT] --> MS_L["• who will do work<br>• When will be the work done<br>• Display schedules graphically"]; CS[COST SECT] --> CS_L["• Easy to find<br>• formal and informal tables<br>• Total cost"]; TS[TECHNICAL SECT] --> TS_L["• Respond to client's concerns<br>• Use frequent headings<br>• Backup claims with facts"]
```

- who will do work
- When will be the work done
- Display schedules graphically

COST SECT

- Easy to find
- formal and informal tables
- Total cost

TECHNICAL SECT

- Respond to client's concerns
- Use frequent headings
- Backup claims with facts

GRANT PROPOSALS

NON-PROFIT
ORGANIZATION

ASKING FOR
MONEY/FUNDS

Business
proposals



EXAMPLE

- A local theater group wants to begin offering a children's theater program. The board of directors submits a grant proposal requesting start-up funds for the program to a large nonprofit arts foundation



ADDITIONAL ELEMENTS

- Résumés or academic vitae of researchers
- Brochures about the organization
- Mission statement
- List of the board of directors and organization officers
- List of organization projects and accomplishments



ABC FORMAT

ABSTRACT

- Current situation
- Identify beneficiaries of proposal
- To what proposal is responding.

BODY

- Well approach to situation
- Outline steps of project
- Identify clear objectives

CONCLUSION

- How you are meeting the mission
- Main features of program summary

ABC Format: Grant Proposal

- **ABSTRACT:** Overview of the project
 - Statement of need
 - Mission of your organization
 - Explanation of how the proposed program will meet the goals of the granting organization
- **BODY:** Details of the proposal
 - Background information about your organization
 - Detailed explanation of the situation, including data and other supporting research
 - Objectives to be used to evaluate the success of the proposed program
 - Importance of proposal to the community
 - How results will be shared (for research grants)
 - Budget
- **CONCLUSION:** Importance of the project
 - Summary of community needs to be met
 - How community needs fit the granting organization goals
 - Main reason why your organization is best suited to meet the community need

WHITE PAPERS

INFORMATIVE
DOCUMENTS

GOVERNMENT
ORGANIZATIONS

MARKETING
DOCUMENTS



INSTRUCTIONS

- Know your audience
- Include the Problem and Solution in the Title
- Use Analogies and Metaphors to Explain New Concepts
- Use Graphic Elements to Provide Information
- Cite Sources Correctly

ABC FORMAT

ABSTRACT

BODY

CONCLUSION

ABC Format: White Papers

- **ABSTRACT:** Definition of the Problem
- **BODY:** Organization that moves from general information about the solution to your specific product or service
 - Historical/background overview to set stage for new technology
 - Evidence, data, and information from published sources
 - Criteria for solution, followed by your solution
 - Brief mention of product or service or perhaps no mention at all
- **CONCLUSION:** Summary of the problem and solution
 - Review of the problem
 - Benefits of the solution, including your product or service if it is specifically mentioned
 - Bibliography

ACTIVITY

Request for proposal

This RFP includes the following documents:

Section 1 – This Letter of Invitation

Section 2 – Instructions to Proposers
(including Data Sheet)

Section 3 – Terms of Reference

Section 4 – Proposal Submission Form

Section 5 – Documents Establishing the
Eligibility and Qualifications of the Proposer

Section 6 – Technical Proposal Form

Section 7 – Financial Proposal Form

Section 8 – Contract for Professional
Services, including General Terms and Conditions

ACTIVITY

Write a proposal according to the RFPs provided to you.

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[Contact address]

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Advisor: XXXXX

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Company Street Address, City, State, Zip Code

Phone: 555-555-5555
Fax: 555-555-5555
Email: abc@example.com
Website: www.websiteaddress.com

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Title/Position of Sender

Recipient's Name
Recipient's Title/ Position
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Appendixes

Thank
You