

COMPUTER ENGINEERING DEPARTMENT

ASSIGNMENT NO-04

SUB: Business Communication & Ethics

COURSE: T.E.

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Semester: V

DEPT: Computer Engineering

SUBJECT CODE: CSL505

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Topic: **Technical Proposal**

TECHNICAL PROPOSAL

A technical proposal is a document where you introduce your product, explain how it can help solve the recipient's issue, identify the company's plan for execution and provide technical details of the deal. This kind of proposal should be concise, talk about a complex product in simple words, and show your potential customer the benefits of working with you.

TYPES OF PROPOSALS

→ Solicited proposals

Proposals submitted in response to a specific call issued by a sponsor. Such solicitations, typically called Request for Proposals (RFP), or Request for Quotations (RFQ), usually have specific requirements for format and technical content and may specify certain award terms and conditions. Broad Agency Announcements (BAAs) are not considered formal solicitations.

→ Unsolicited proposals

Proposals submitted to a sponsor that has not issued a specific solicitation but is believed by the investigator to have an interest in the subject.

→ **Pre Proposals**

These are requested by a sponsor who wants to minimize an applicant's effort in preparing a full proposal. Pre Proposals are usually in the form of a letter of intent or brief abstract. After the pre-proposal is reviewed, the sponsor notifies the investigator if a full proposal is warranted.

→ **Continuation or non-competing proposals**

These confirm the original proposal and funding requirements of a multi-year project which the sponsor has already provided funding for an initial period (normally one year). Continued support is usually dependent on satisfactory work progress and the availability of funds.

→ **Renewal or competing proposals**

Proposals which request continued support for an existing project that is about to end. These requests--from the sponsor's viewpoint--generally have the same status as an unsolicited proposal.

The Elements of a Proposal

A proposal addresses a particular problem and the proposed method of solution to the problem. A proposal generally contains the following elements:

1. The background of the problem
2. A statement of the problem
3. Proposed solution(s) of the problem
4. Method to be used for each solution
5. Tasks and tools to be used in each solution
6. Schedule to be followed in problem solution
7. Concluding remarks

Executive Summary

- An executive summary, if provided, is a stand-alone document. It should provide the information given in the body of the document, without requiring the reader to leaf through the full document! The only difference between the summary and the body of the report is that fewer details are furnished in the summary.

Background

- The background is provided to orient the reader to the specific problem that will be addressed. It should be focused on providing enough information that the subsequent discussion can be placed in context. It should be accessible to a general, technically literate reader. In the case of a thesis proposal, it is a discussion of the important aspects of the building considered in the later thesis proposal

Statement of the Problem

- All proposals focus on the solution to a problem. In your case, until you recognize a problem with the existing design or a problem that faced the designers of the original system, you will be unable to propose a satisfactory thesis topic. Probably the most important component of the proposal is a clear, concise statement of the problem that you are proposing to solve.

Proposed Solution(s) of the Problem

- At the time of writing the proposal, you must be able to present, in sketch form, a solution or a set of solutions to the problem you are investigating. You must also be able to outline the method and a detailed task by task description of the solution procedure, but these will be discussed in a later paragraph. The solutions you propose should be specific. A generic listing of design criteria is not a solution.

Solution Method

- This section will demonstrate whether you are qualified to solve the problem you have presented. The reader must be provided with detailed, specific information on the proposed method of solving the problem you have outlined. This section will include a discussion of both analysis and design methods. If computer programs are to be used, discuss how the inputs will be prepared and how the outputs will be presented.

Tasks and Tools

- In this section, provide the reader with further evidence of your qualifications to solve the problem by showing a detailed understanding of all steps necessary to arrive at a satisfactory solution. This section will also lay the groundwork for the timetable that follows by identifying and elaborating the items that will be shown on the schedule. This section is best kept in outline form.

Timetable

- Using the task numbers assigned above, develop a week by week summary of the remaining semester and target dates for the completion of each of the tasks discussed above. This should be presented in graphic form, as a bar chart, a flow chart, or a calendar with benchmark dates.

Additional Issues

- It is preferable to write in the third person, although it becomes a little trickier to avoid the passive voice.

Format

- The proposal should be presented in a professional manner. Use headers and subsections as appropriate. In most cases, it will be helpful to include sketches, drawings/plans, and photographs in the body of the proposal or as an appendix.