

**SLIIT Academy (Pvt) Ltd**

BSc (IT) – Year 1, Semester II



**SLIIT**  
ACADEMY

**Technical Communication**

**Writing a Project Proposal**

# Learning Outcomes

**At the end of the module students will be able to:**

- **LO1:Identify the types of Project Proposals.**
- **LO2:Recognize the formats of different Project Proposals.**
- **LO3: Demonstrate the knowledge of the processes of writing Project Proposals.**



# What is a project?

- A project is a task or scheme that requires a large amount of time, effort and planning to complete. To do a project one has to first prepare a project proposal.
- A project proposal can be for various purposes ranging from construction to solving problems. The proposal attempts to get the reader to accept the writer's ideas.



# There are two kinds of proposals.

- **External Proposal** – External proposals are bids for a contract.
- **Internal Proposal** – Internal proposals are to win a co-worker or an administrator to accept an idea or enact a policy.

# Writing an External Proposal

- The External Proposal has three components:
  - **Executive Summary.**
  - **Management Section.**
  - **Financial Section.**



# Executive Summary

- This section contains information to convince the executives that your company should get the contract. Therefore, the abstracts for the technical, managerial and financial sections should be very clearly written.



# Management Section

- This section discusses the personnel working on a project. Their expertise as well as their success with previous projects will get discussed in this section.
- Your willingness to train employees and to provide technical assistance will also be mentioned.
- Most importantly, this includes the proposed schedule of implementation.





# Financial Section

- This will give detail about the breakdown of cost for every item in the proposal.





# Writing an Internal Proposal

- An Internal Proposal requires:

- **Planning the Proposal.**

- **Writing the Proposal.**

# Planning the Internal Proposal

- **Pay attention to audience.**
- **Collect information about the level of involvement your audience has about the proposed work.**
- **Get to know the knowledge of audience.**
- **Gather information on the level of authority the audience has.**
- **Use visuals.**

# In organizing the Proposal use the following questions.

- What is the problem?
- What is the solution?
- Can the solution be implemented?
- Should the solution be implemented?



# Writing the Proposal

- **As is required with any piece of writing, your proposal will need an introduction. This introduction should introduce the reader to the Proposal.**

# The Introduction

Your introduction should include the following:

- **Purpose.**
- **Credibility.**
- **Definition of problem.**
- **Background of problem.**
- **Significance of problem.**
- **Solution**
- **Preview of parts or sections of proposal.**

# Discussion

- In the discussion, it is necessary to persuade readers to accept the proposal. The three areas are needed to be covered to promote persuasion.
  - **The problem** ( in full detail).
  - **The solution** ( to convince readers).
  - **The context** ( schedule for implementation of solution, personnel involved and the solution).

# Summary

- **A project is a task or scheme that requires a large amount of time, effort and planning to complete. To do a project one has to first prepare a project proposal.**
- **A project proposal can be for various purposes ranging from construction to solving problems.**
- **The proposal attempts to get the reader to accept the writer's ideas.**
- **The two types of proposals are External Proposals and Internal Proposals.**



# References

- **Technical Communication. 2005. Sri Lanka Institute of Information Technology.**