TECHNICAL PROPOSALS

A short introduction

Do you agree?

✔ We discuss problems and their solutions daily

✔ We identify and analyze them

✔ We feel we have ideas about improvising something

✔ We have better plans, techniques and strategies to achieve an objective and accomplish a task

Technical Proposal

- a formal, professional, organized and systematic way of offering suggestions, solutions and recommendations

- suggests new ways of responding to specific company situations, or they suggest solutions to identified problems

Why do we need to write proposals to suggest solutions, new ideas or recommendations?

WHAT DOES A PROPOSAL PRECISELY PRESENT?

Suggestions, recommendations

Solutions

Strategies, methods, techniques

Relevant plan of action

HOW CAN YOU COME UP WITH PROPOSAL IDEAS?

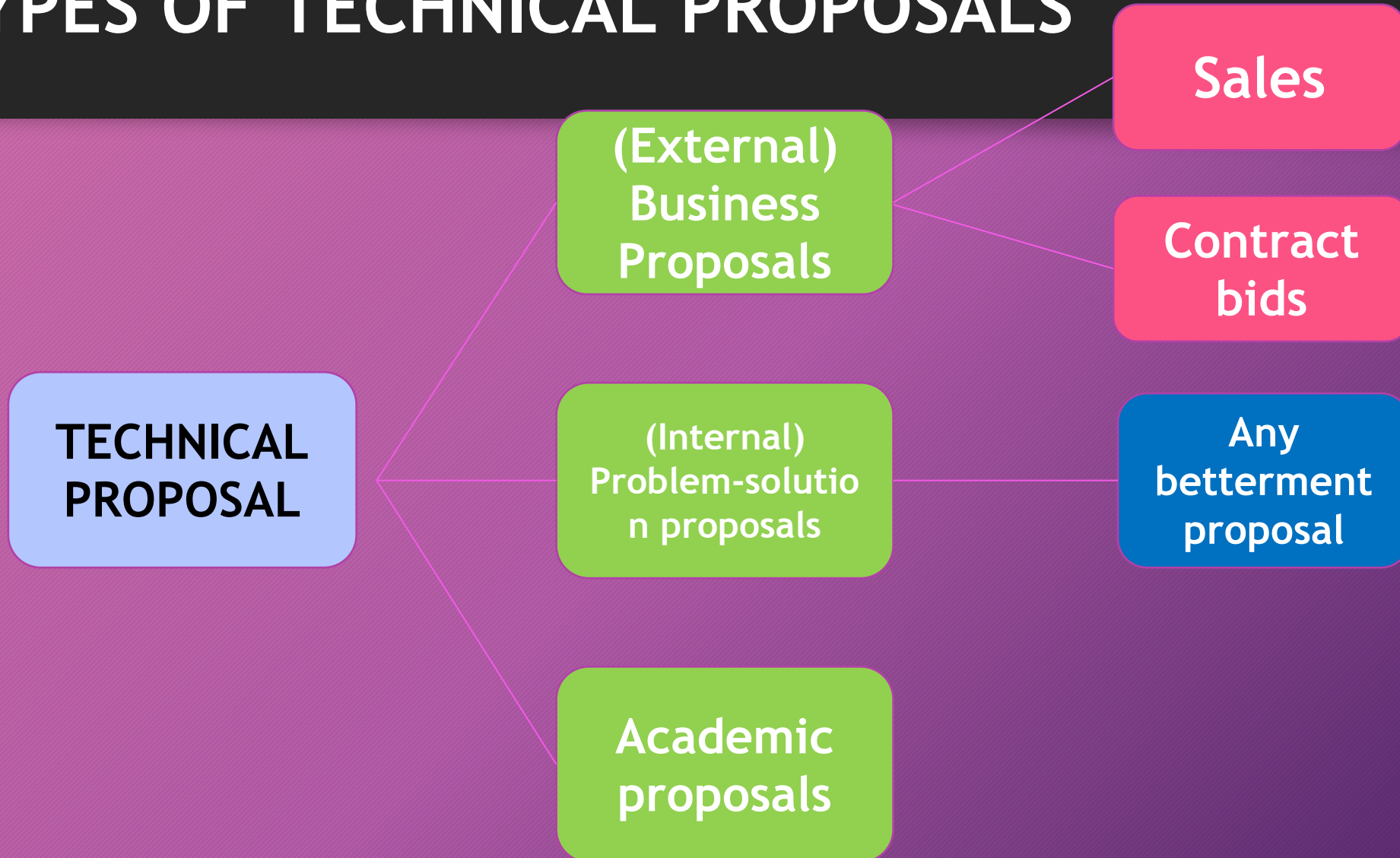1. Identify problem in the context

2. Inspect the available methods as solution

3. Evaluate the results of the available solution

4. Examine any shortcomings in the existing solution

5. Pitch your idea (innovative)

TYPES OF TECHNICAL PROPOSALS

TECHNICAL PROPOSAL

(External) Business Proposals

Sales

Contract bids

(Internal) Problem-solution proposals

Any betterment proposal

Academic proposals

A proposal can be,

Solicited

When a costumer asks for a proposal

It can be asked through a verbal or a written request

Unsolicited

When you send proposal without asking because you think it is a good idea

QUALITIES OF A GOOD PROPOSAL

Motivational

Persuasive

Informative

Detailed/precise

FORMAT AND ESSENTIALS OF A TECHNICAL PROPOSAL

INTRODUCTION
Identify a relevant problem, Background
Discuss its drawbacks and possible future threats that it might pose
Mention the purpose of your proposal with a brief summary of your recommended solution
JUSTIFY a need for solving the problem
Give an outline of the future topics

FORMAT AND ESSENTIALS OF A TECHNICAL PROPOSAL

PROPOSED SOLUTION
Explain and elaborate your proposed solution
Describe the benefits and feasibility of the proposed solution
Give adequate details to facilitate decision making and get acceptance
Explain, in details, the implementation plan of your proposed solution

Contd.

- Use sub-headings to give precise and clear advice on the following aspects of the implementation action plan:

Technical approach and procedure

Project management plan (The-how-and-when)

Requirements, adjustments, budget

Contd.

- To be more specific, give details on the following under separate headings,

✔ Schedule: Task/stages with dates, duration

✔ Needed equipment/personnel

✔ Budget

✔ Evaluation System

✔ Expected benefits

✔ Summary/conclusion

Contd.

• Your proposal must contain,

✔ Benefits for the company

✔ Site/Prototype content

✔ Outline/format

✔ Important sections/features

✔ Methods (which you will be using)

✔ Maintenance

✔ Schedule

✔ Estimated cost