

Effective

Business Communications

7th EDITION

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Chapter : 13

Proposal

MQ

<http://www.slideshare.net/Subjectmaterial>

Course Outline

Marks Distribution

50	Terminal Examination
20	Mid Term Examination
15	Quizzes
15	Final Assignment

<u>S. No.</u>	<u>Chapter No.</u>	<u>Final Exam Q. No.</u>	<u>Chapter Heading</u>	<u>Date</u>
			Introduction	July 2, 2012
1	11	1,2	Short Reports	July 4, 2012
2	12	3,4	Long (Formal) Reports	July 9, 2012
3	13	5	Proposals	July 11, 2012
4	14	6	Strategies for Successful Speaking and Successful Listening	
5	15	7	Strategies for Successful Informative and Persuasive Speaking	
6	16	8	Strategies for Successful Interpersonal Communication	
7	17	9,10	Strategies for Successful Business and Group Meetings	
8	18	11	The Job Application Process - The Written Job Presentation	
9	19	12	The Job Application Process - Interviews and Follow-Up	

PROJECT



Speaking

- A workshop by a group



Writing - blog

- Post regular events
- Stories
- Learnings
- Administrator
- Proof readers

classes	mid term	evening	final paper	Last class
2nd july	23-26 july	3-5	aug end	?
	august 1st week		after eid	

Assign Number

Sr. No.	Name	
A: Alpha 1	Jawed	
B: Bravo 1	m. Rashid	
C: Charlie 1	Jahanzaib	
D: Delta 1	Mudassir	
E: Echo 1	m. Usman	
F: Foxtrot 1	Ali Murtuza	
G: Golf 1		

PREVIEW

Purpose of Proposals

Parts of Proposals

Short and Long proposals

Writing Style and Appearance

Kinds of Proposals

Research Proposal	Business Proposal
Academic	Business
Professors, or the school for which they work desire to obtain a grant in response to a request or an announcement from the government or external agency	Addressed to an organization mentioning that you understand the organization's problem and that your firm or you are qualified to solve it successfully.

PURPOSES

Smaller scope

Improving engineering and just-in-time (JIT.) performance within a company

Communicating strategic issues throughout the company

Preparing international managers for work in Asia

Planning and basic research before developing an automobile factory' in Mexico

Constructing-as a subcontractor-buildings as part of a large project

Bigger scope

To sell property, such as airplanes, machines, buildings

To const met parking structures, buildings, bridges, water systems, complete power plants, highways

To survey water areas for possible oil fields

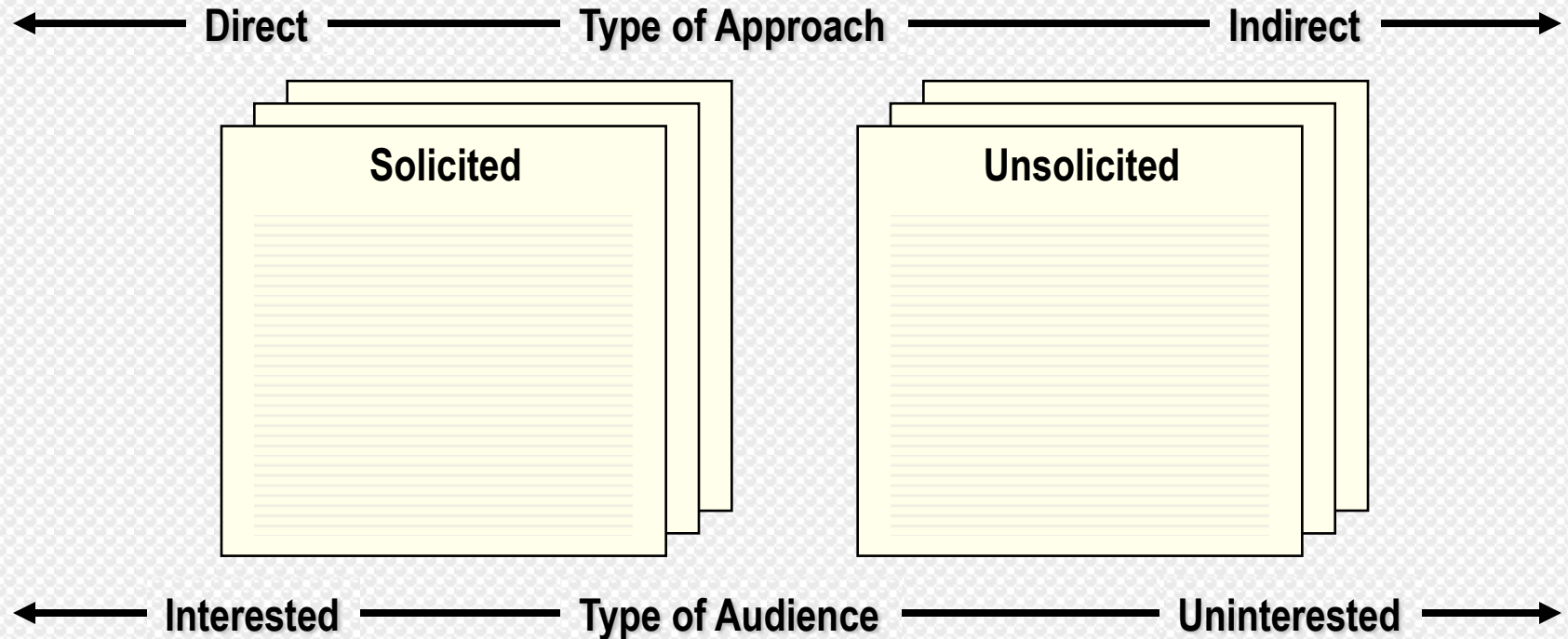
To plan and construct airport baggage conveyor systems

To clean up the ground soil at military airports

Check list for writing a proposal

- Be realistic, avoid exaggerating your and your company's capabilities
- Be specific about methods of meeting all goals
- Be precise with the time schedule
- Be clear on how you will evaluate your work, production or product
- Give exact scope : what you will do and what you will not do

Organizing Proposals



Parts of Proposals

Title page

Executive
Summary,
Abstract, Synopsis

Draft
Contract

Table of
Contents

Introduction

Background

Procedures

Equipment
and Facilities

Personnel

Budget

Appendices

Parts of Proposals

Title page

- the title page should include the title, the name of the person or company to whom the proposal is submitted, the person submitting the proposal, and the date

Executive Summary, Abstract, Synopsis

- the executive summary should speak for the complete proposal, it should be able to stand alone, and it should summarize how objectives will be met and what procedures will be followed

Draft Contract

- In long proposals - and if the reader is nonhostile- a draft contract may be inserted after an executive summary

Table of Contents

- Brief proposals usually do not require a table of contents. Long proposals do require one, as well as a list of tables, figures, and illustrations

Introduction

- Purpose: e.g. To recommend a format for Board of Director Reports
- Problem: show clearly that you understand the problem or problems
- Scope: boundaries of your project
- Project Team: listing of the individuals who will work on the project

Background

- In longer proposals, include background info

Procedures

- briefly state, without exaggeration, how you will meet the requirements of your reader

Equipment and Facilities

- Show that you have thought deeply enough to realize what facilities will be needed

Parts of Proposals

Personnel

- If you did not include brief information on the individuals involved in the project in the introduction, a longer section is appropriate here

Budget

- While some budget sections maybe in tabular or even a form of visual aid, it is customary to include a "budget justification" section, stating in paragraph form a further rationale for your financial figures

Appendices

- Add extra reading / information as appendix

Short Proposals

Letter of Transmittal

Executive Summary

Body of proposal

- Project Team
- Scope of Services
- Construction Contract pages
- Computerized engineering system

Budget Specimen

TWELVE-MONTH BUDGET

	Sponsor	Company	Total
PERSONNEL			
	-		
Project director, quarter-time	\$...	\$...	\$...
Project associate, 10%
Research assistant, half-time
Clerk-typist, half-time
Subtotal	\$...	\$...	\$...
Staff benefits (21% of salaries and wages)	\$...	\$...	\$...
Subtotal	\$...	\$...	\$...
CONSULTANTS	\$...	\$...	\$...
MATERIALS AND SUPPLIES			
Miscellaneous office supplies	\$...	\$...	\$...
Glassware
Chemicals
Subtotal	\$...	\$...	\$...
TRAVEL			
Project director consultation with sponsor, Washington, D. C., and return, 1 person, 2 days	\$...	\$...	\$...
Air fare
Per diem @ \$100/day
Local transportation	\$...	\$...	\$...
Subtotal			
TOTAL DIRECT COSTS	<u>\$...</u>	<u>\$...</u>	<u>\$...</u>
INDIRECT COSTS (60% of modified total direct costs)	\$...	\$...	\$...
GRAND TOTAL	<u>\$45,064</u>	<u>\$7,909</u>	<u>\$52,973</u>

Writing Style and Appearance

General appearance

Neatness

Specific appearance of

- Table of contents
- List of figures
- Title page
- Maps
- Graphs
- Charts

Consistency of style

Title-does it properly describe the project?

Completeness

Professionalism

Take Away