**Business Proposal**

**Task*:*** Choose one and write a business proposal for:

* A local coffee shop – a small business that is in need of a TikTok marketing strategy to attract new customers
* Your boss, after chatting in the canteen about your suggestions for a team-building day for your department.
* Amsterdam Hospital that is in need of party planning services for their charity benefit fundraiser.
* Fiction Lover - a publishing company that needs to establish a social media presence to create public awareness of their new line of books, and to encourage readers to purchase the books as they are published.
* The Ministry of Education, after reading a call for proposals for a research grant.

**Deadline: till next class**

**Link to submit:** [**https://www.dropbox.com/request/W2TIMD3eObyrFw1YG9DH**](https://www.dropbox.com/request/W2TIMD3eObyrFw1YG9DH)

**Guidelines:**

Your proposal should be one-page long, have a title and demonstrate compliance, capability and value***.*** Use Model on p.70 as an example.

| **Criteria** | **YES (2 points)** | **IN PART (1 point)** | **NO (0 points)** |
| --- | --- | --- | --- |
| *Relevance to the task* |  |  |  |
| *Follow the guidelines* |  |  |  |
| *Usage of formal register* |  |  |  |
| *No grammatical or stylistic mistakes* |  |  |  |
| *Realistic content* |  |  |  |