



BUSINESS PROPOSAL



BUSINESS PROPOSAL

Marketing Biz



DD SIMPLE

1387 Chandler Drive,
Hermitage
Missouri

Prepared By,

Tobias Ethan,
Marketing Manager
Marketing Biz

- Describe the basic elements of a business proposal.
 - Discuss the main goals of a business proposal.
- Identify effective strategies to use in a business proposal.

LEARNING OBJECTIVES



INTRODUCTION

- In order to be successful in business and industry, you should be familiar with the business proposal.
- Business proposals are documents designed to make a persuasive appeal to the audience to achieve a defined outcome, often proposing a solution to a problem.

BUSINESS PROPOSAL



COMMON PROPOSAL ELEMENTS

1. The Ideas
2. Traditional Categories
3. Ethos, Pathos, and Logos
4. Professional

**BUSINESS
PROPOSAL**



COMMON PROPOSAL ELEMENTS

THE IDEA

Effective business proposals are built around a great idea or solution.

- What makes your idea different or unique?
- How can you better meet the needs of the company that other vendors?
- What makes you so special?



COMMON PROPOSAL ELEMENTS

TRADITIONAL CATEGORIES OF PROPOSAL

- | | |
|----------------------|-------------------|
| 1. Cover Page | 6. Benefits |
| 2. Executive Summary | 7. Timeline |
| 3. Background | 8. Marketing Plan |
| 4. Proposal | 9. Finance |
| 5. Market Analysis | 10. Conclusion |



COMMON PROPOSAL ELEMENTS

TRADITIONAL CATEGORIES OF PROPOSAL

Cover Page	Title page with name, title, date, and specific reference to request for proposal if applicable.
Executive Summary	Like an abstract in a report, this is a one- or two-paragraph summary of the product or service and how it meets the requirements and exceeds expectations.
Background	Discuss the history of your product, service, and/or company and consider focusing on the relationship between you and the potential buyer and/or similar companies.
Proposal	The idea. Who, what, where, when, why, and how. Make it clear and concise. Don't waste words, and don't exaggerate. Use clear, well-supported reasoning to demonstrate your product or service.
Market Analysis	What currently exists in the marketplace, including competing products or services, and how does your solution compare?



COMMON PROPOSAL ELEMENTS

TRADITIONAL CATEGORIES OF PROPOSAL

Benefits	How will the potential buyer benefit from the product or service? Be clear, concise, specific, and provide a comprehensive list of immediate, short, and long-term benefits to the company.
Timeline	A clear presentation, often with visual aids, of the process, from start to finish, with specific, dated benchmarks noted.
Marketing Plan	Delivery is often the greatest challenge for Web-based services—how will people learn about you? If you are bidding on a gross lot of food service supplies, this may not apply to you, but if an audience is required for success, you will need a marketing plan.
Finance	What are the initial costs, when can revenue be anticipated, when will there be a return on investment (if applicable)? Again, the proposal may involve a one-time fixed cost, but if the product or service is to be delivered more than once and extended financial plan noting costs across time is required.
Conclusion	Like a speech or essay, restate your main points clearly. Tie them together with a common theme and make your proposal memorable.

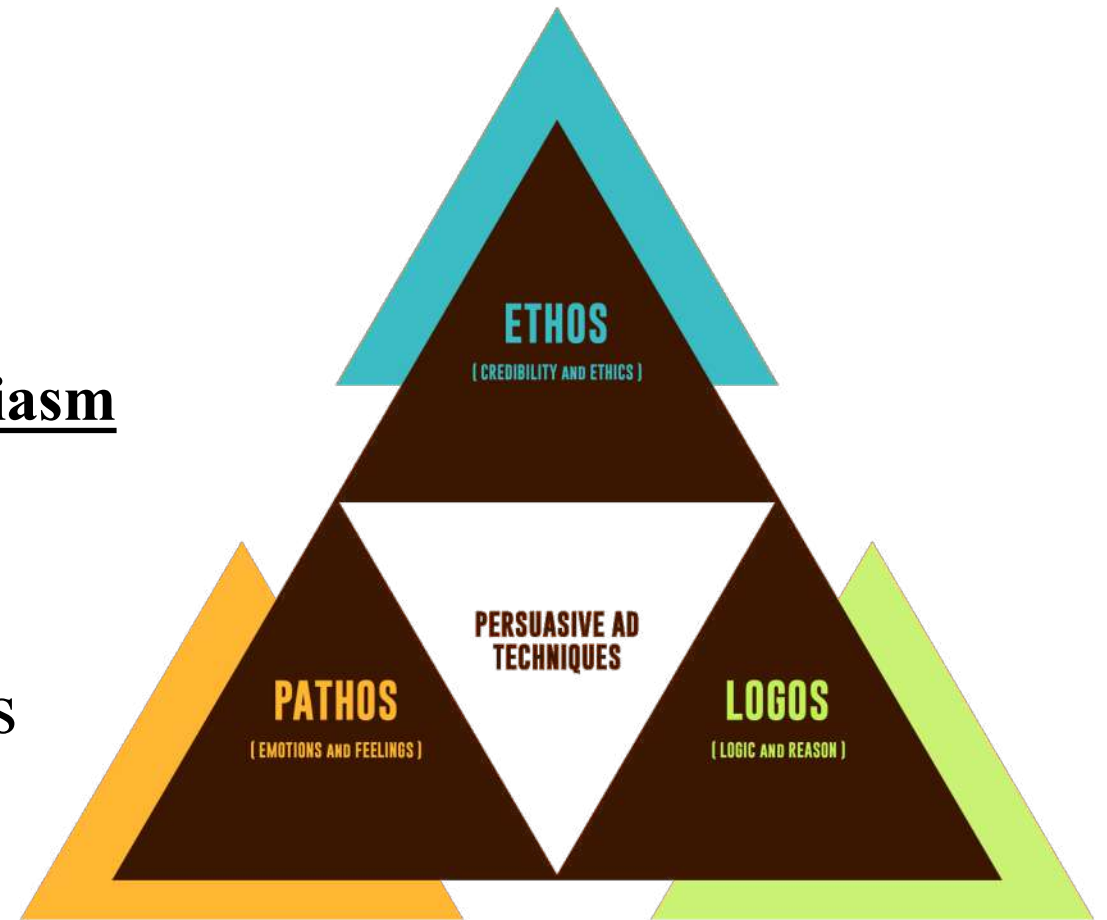


COMMON PROPOSAL ELEMENTS

❖ Ethos, Pathos, and Logos

- **Ethos** refers to credibility
- **Pathos** prefer to passion and enthusiasm
- **Logos** prefer to logic or reason

All three elements are integral parts of your business proposal that require your attention.



COMMON PROPOSAL ELEMENTS

❖ Professional

- A professional document is a base requirement. If it is less than professional, you can count on its prompt dismissal.
- There should be no errors in spelling or grammar, and all information should be concise, accurate, and clearly referenced when appropriate.



PRACTICE:

CHOOSE IDEA FOR "SOCIAL INITIATIVE" PROJECT

Decide on an idea your team will work on, make sure it's a creative, groundbreaking idea.

THE-BEST-IDEA!



TRADITIONAL CATEGORIES OF PROPOSAL

1. COVER PAGE

Title page with name, title, date, and specific reference to request for proposal if applicable.

[Type the company name here]

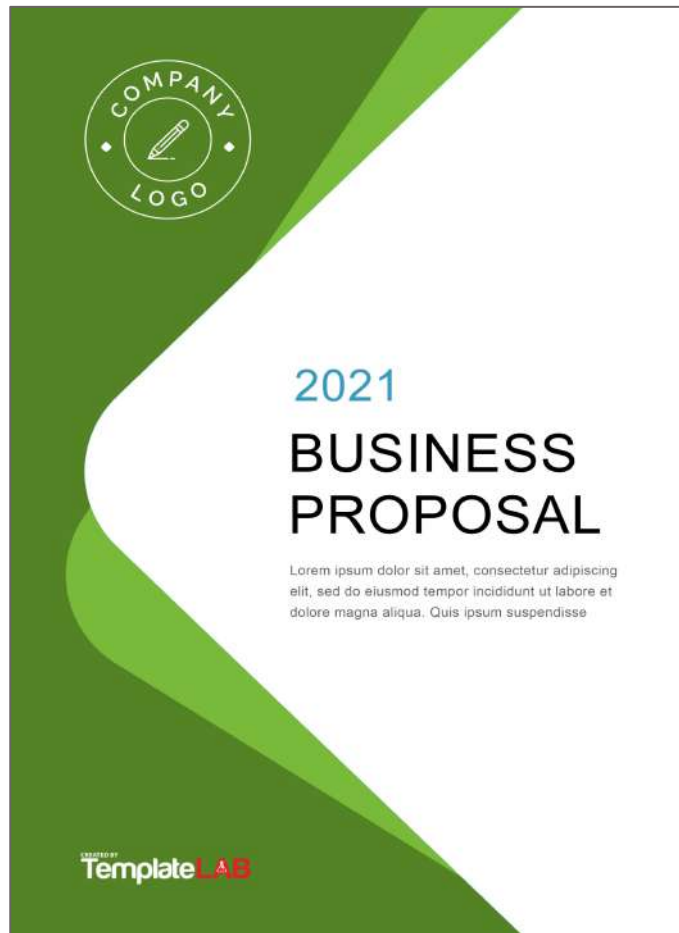
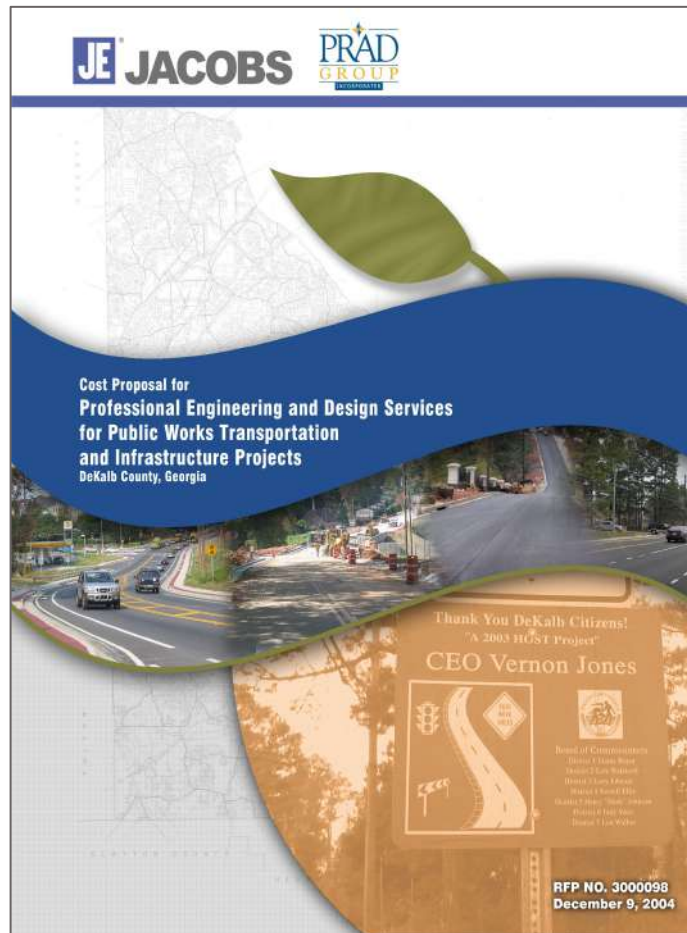
[Type the document title]
[Type the document subtitle]

John Miller
System Analyst

[Write a description or summary of the documents enclosed. This is not the preface or forewords section, this description is an overview of the content enclosed]



EXAMPLES OF COVER PAGE



TRADITIONAL CATEGORIES OF PROPOSAL

2. EXECUTIVE SUMMARY

Like an abstract in a report, this is a one- or two-paragraph summary of the product or service and how it meets the requirements and exceeds expectations.

Abstract

Through critical and deep study, this report examines the types of production systems that are used in apparel industry of Pakistan. It shows the analysis and comparison of production systems with respect to cost, quality and productivity. Since the function of sewing department mainly depends on the type of production system, its selection needs to be done carefully.

This study is based on the analysis of the handling time required to complete the operations of a polo shirt, as the needle time is constant in all types of systems. This thesis also focuses on the positive and negative aspects of production systems. It demonstrates that the industry has made significant progress towards comprehending the necessity of proper production system which has implications on the overall productivity of an apparel mill.



TRADITIONAL CATEGORIES OF PROPOSAL

3. BACKGROUND

Discuss the history of your product, service, and/or company and consider focusing on the relationship between you and the potential buyer and/or similar companies.

CHAPTER I: INTRODUCTION – RATIONALE FOR THE STUDY

1.1. Background

Despite the long economic recession since 2008, where there have been 100,000 businesses closed down and the country GDP grew at only 5.2% (8.4% in 2007), Vietnam beer market was still on a growth trend at 9% in 2012. The growth of 9% with total beer consumption of over 34 million hectoliter liters, even slightly less than that of 2011, still shows that Vietnam is the largest beer market in South East Asia region and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

However, contrary to the growing trend of the industry, ABC Company, hereinafter called ABC, has been out of the industry's growing pace. Being one of the first foreign brewers entered Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

ABC had a very good business during the first 10 years coming to Vietnam and was the first to introduce beer brands until mid of 1990s, ABC focuses its business in key big Southern Vietnam cities like Ho Chi Minh, Vung Tau, Phan Thiet, Nha Trang, Da Nang, Bien Hoa, Can Tho, and being one of the most promising light alcoholic beverages markets appealing worldwide investors.

The effects of the slow economic recovery have made Vietnamese consumers generally more careful when making purchases. They are now trying to cut down on unnecessary purchases and focusing more on the necessities. At the same time, consumers were more price-sensitive and were interested in brands with reasonable prices. Products with promotions generally got better sales than those that are not on promotion.

However, this trend did not seem to have much effect on the beverage industry. Beverages were among the highest growth sectors in 2012. The reason for this was that drinking has become an established habit for a wide sector of the population and the price per unit was still affordable to most consumers. The increasing trend for a dynamic lifestyle and the increase in modern trade channels also facilitated the growth of beverage consumption.

2.5. About ABC Brewery Vietnam Limited Company

ABC Brewery Vietnam Ltd. Company is one of the few 100% foreign-owned beer companies in Vietnam. Its mother company, Manila based ABC Corporation is a leading beverage, food and packaging company in the Philippines with over 100 facilities in the Philippines, Southeast Asia and China. ABC Corporation markets an extensive product portfolio includes over 400 products ranging from beer, hard liquor, juices, basic and processed meats, poultry, dairy products, condiments, coffee, flour, animal feeds and various packaging products as well.

In 1990, the company came to Vietnam with an investment of US\$ xxx million through a joint venture with ZZZ company. By that time, ABC was one of the first foreign-owned beer companies in Vietnam.



ABC Brewery Vietnam Ltd. is currently marketing 03 beer brands in the local market, ABC beer, XYZ beer, and YYY beer, both regular beer and draught beer, with a total year sales of xxx hectoliters. The company is currently, unexpectedly and unintentionally, much exceeding the local sales in Vietnam. The company's sales do not meet expectations.

High ABC Beer is one of the world's best-known beers, its presence now is quite limited in the last quarter of (year), the company remained only a tiny share of 0.1% of an xxx billion US\$ in Vietnam.

Among the 03 three brands, ABC beer brand is the company key brand, dominantly contributes 89% volume and value. Recently introduced to the market, the XXX beer and YYY beer brands support only with only 4% and 7% contributions to total sales respectively.

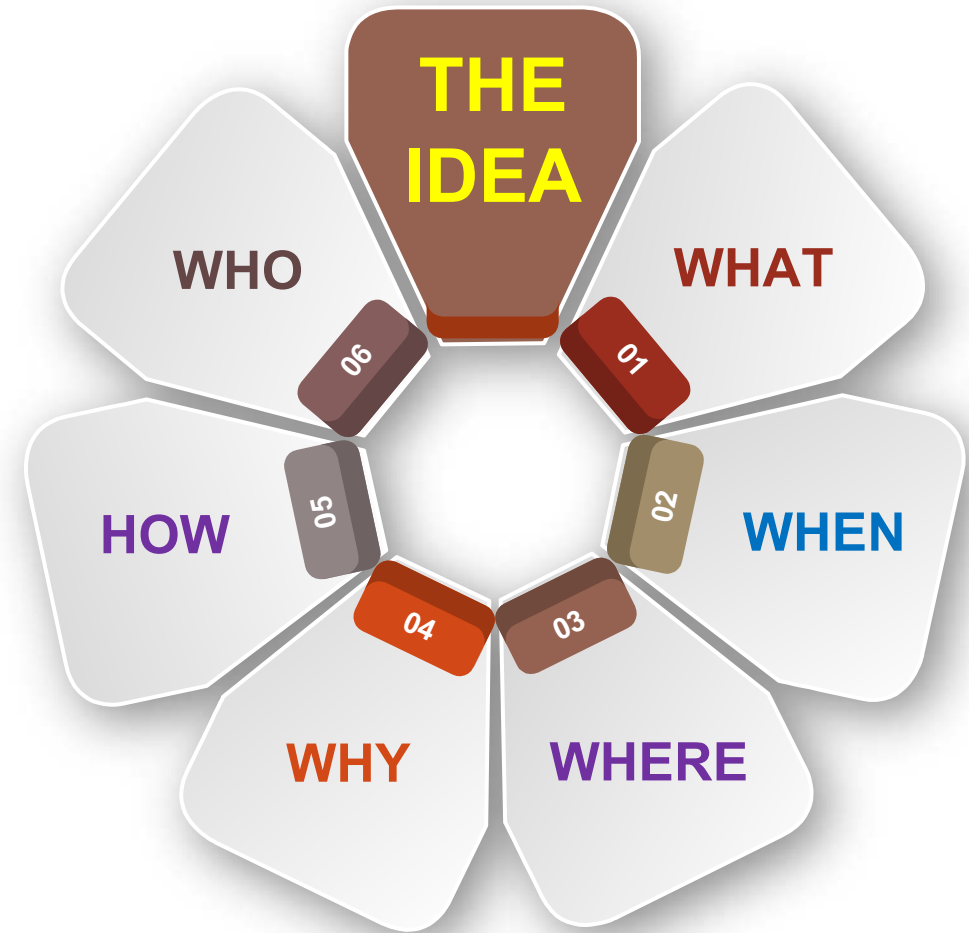
Marketing Recommendations to Make ABC a Stronger Brand in Southern Vietnam



TRADITIONAL CATEGORIES OF PROPOSAL

4. PROPOSAL

- Make it clear and concise.
- Don't waste words,
- Don't exaggerate.
- Use clear, well-supported reasoning to demonstrate your product or service.



TRADITIONAL CATEGORIES OF PROPOSAL

5. MARKET ANALYSIS

What currently exists in the marketplace, including competing products or services, and how does your solution compare?



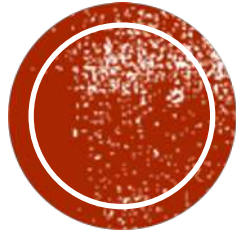
TRADITIONAL CATEGORIES OF PROPOSAL

6. BENEFITS

How will the potential buyer benefit from the product or service?

- Clear, Concise, Specific, Short
- Provide a comprehensive list of immediate and long-term benefits





LET'S START PRACTICING

Small group (5-7 members): Write a proposal from an idea of "Social initiative" project

Q&A

