Global Sales Data Analytics

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| Data | 11-11-2022 |
| Team ID | PNT2022TMID45267 |
| Project Name | Global Sales Data Analytics |

Proposed Solution

## Proposed Solution



Your proposed solution section should offer your solution specifically, with enough detail so that your reader understands exactly what you’re proposing. Indicate how your proposed solution will solve the problem and provide tangible benefits. Specifically, explain how it will meet the objectives and abide by the constrains outlined in the problem definition. Give concrete examples. Show the specific differences between “how things are now” and “how they could be.” Be as logical as possible. Emphasize the results, benefits, and feasibility of your proposed idea.

Also use your criteria, developed as you considered possible solutions, to anlayze your proposed solution against the other possible solutions.  This is where your pros and cons come in – you can use your brainstorming and idea development to create the evidence to back up your particular solution and prove that it’s better than the others.  Show that your proposed solution is more cost effective, easier to implement, etc. than other proposed solutions.

For example, with the situation of the increase in homeless in a small city, your proposed solution is to provide a free lunch program to reduce homeless population on the streets during peak business hours.  This solution would cut down on the homeless approaching local and visiting pedestrians and provide an additional service to the homeless population.  Using your criteria, this solution is easy and relatively fast to implement using existing service locations, and less costly than other possibilities, since homeless services can solicit food donations from local stores and businesses.  Even with some increased costs for food, electricity, and water, and with the need for some additional staffing, you consider that this solution is the best in terms of ease, cost, and maintaining respect for all concerned.

When writing your proposed solution for this example, you’d provide details on proposed increases in food and utility costs, proposed numbers of homeless served, and specific ways of staffing.  You would need to specify the days that this service would be offered – 7 days a week, Monday-Friday, or some other configuration. You would analyze and explain how this proposed solution is better than the other options in terms of your criteria, and provide details and evidence that support this assertion. Remember that your proposed solution is the heart of your proposal.

### Last Word on Proposed Solutions

Make sure, in the proposed solution section, to focus on “what” your solution is and “why” it is the best.  The other sections of the proposal that follow the proposed solution will expand on the “how,” “who,” “when,” and “where.”



# **Business Proposal**

A [formal business proposal](https://proposal.staging.wpengine.com/what-is-a-formal-business-proposal/) is perhaps the most important business document that you must learn how to write. The quality of your business proposals often determines the difference between business success and failure, whether you own a large company or you are a one-man show working as a freelancer.

Because of intense competition, businesses spend countless hours creating in-depth business proposals to send to potential clients. Some businesses are great at creating business proposals, and they win contract after contract. They know how to [create business proposals that clients love to receive](https://proposal.staging.wpengine.com/). Then, there are other businesses who have not learned the art of creating a great business proposal, and it seems no matter how many proposals they send out, they rarely win new clients.

So, how do you make a business proposal that your potential clients will love to receive and will persuade them to award their business to you? This article will look at how to write winning business proposals.