

## Ref: 0022 Analysis

Source: "How to Write a Business Proposal", 23/05/2016

Given the task of making a proposal, I realised that while I have heard about business proposals, but have no experience outside of hearing the word. I decided that I would do two stages of research- first would be to find out exactly what a proposal was to ensure that my first attempt of one would not be a failure due to not meeting the task, the second stage would be to gather hints and information to give me a plan or method on how I was going to make this proposal.

### **The Basics of a Business Proposal**

Before you even go and start writing that business proposal, you must first understand what it is and learn the basics.

A business proposal is a written document that offers a particular product or service to a potential buyer or client. There are generally two kinds of business proposals: **solicited business proposals** (which are submitted in response to an advertisement published by the buyer or client) and **unsolicited proposals** (submitted or given out to potential buyers or clients even though they are not requesting for one).

### **Business Proposal vs. Business Plan**

Quite often, the terms "business proposal" and "business plan" are used interchangeably, giving you the impression that they are one and the same. But they are not. ★ 15

A business proposal is created to offer a product or service to a buyer or client. On the other hand, a business plan is a "formal statement of a set of business goals" and how these would be achieved. The latter is only part of what is included in a business proposal.

While my focus is more on computer science, I felt like the definition of a business proposal and the type of proposal I needed to do would not be too different. From this I gathered that I was basically writing a document to my client explaining the type of product was offering as a response to the information and specifications he has given me for my project. With this information I can now start to focus on how to write a proposal, as I now know what the end result should look like.

### 3 Ps of a Winning Business Proposal

The secret behind writing a winning business proposal and one that will just be set aside is the presence of what I call the 3 Ps: **problem statement**, **proposed solution**, and **pricing information**.

#### Problem Statement

A successful business proposal must be one that is able to describe to the client what their needs are in a plain and simple manner. This is extremely vital because how can you expect the client to believe that you can help them solve their problems if you don't even know are these problems?

Here's an example of a well-written problem statement of a business proposal:

With the presence of social media in today's advancing world, Puffin Media Inc. hesitated to make the leap from traditional marketing to social media marketing.

Their marketing tactics seem to be losing effectiveness and the company feels as if they are missing out on a large segment of their market. In addition, their competition has began acquiring the majority of the business in the market and have brought Puffin Media's growing revenues to a halt.

#### Proposed Solution

The main objective of submitting a business proposal is to offer a solution to a problem faced by a prospective client. This part should be as detailed as possible, and able to address each and every need you have discovered.

As I had finished the first stage of my research, I felt that I could take a look at some of the advice they were giving out about writing proposals. The first part was pretty straightforward- it states that my proposal should be straightforward; I already know that my client isn't too confident with computers- therefore my proposal should compensate for that- sparing technical and programming aspects of the project to more design and processes of the project- this means that visual diagrams will go a long way when proposing any ideas to my client.

The second part was also something basic, but important. While I can write about my project and put it in such a form that my client will have no troubles understanding it, I have to remember that this project is a solution to the problem his has set me, as such it is important to always make it clear that everything I do is to produce a solution to his problem.

The article did offer a third “P”, but I have no interest in money, this project has no relation to money. While I have gained information useful as more of an overview than a plan- I believe that will have to do further research in order to gain an even greater structure for my proposal.