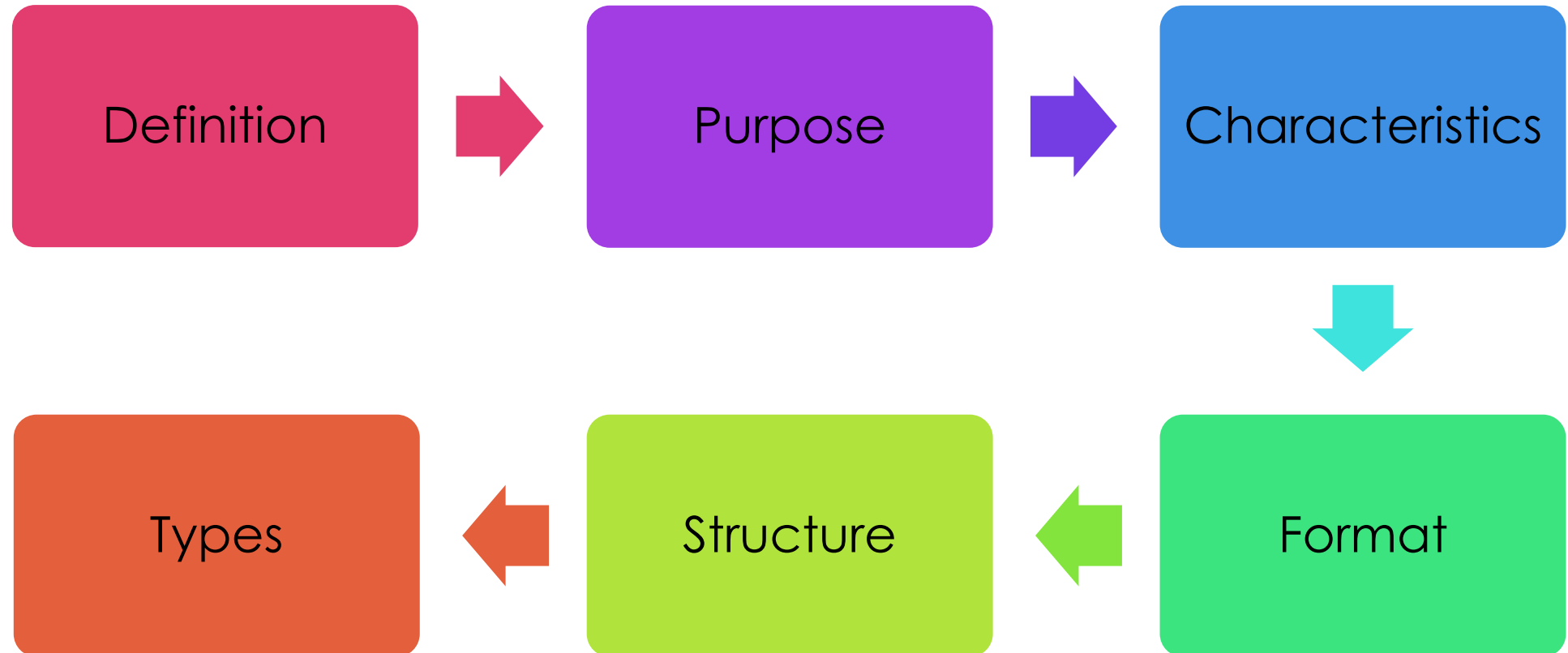


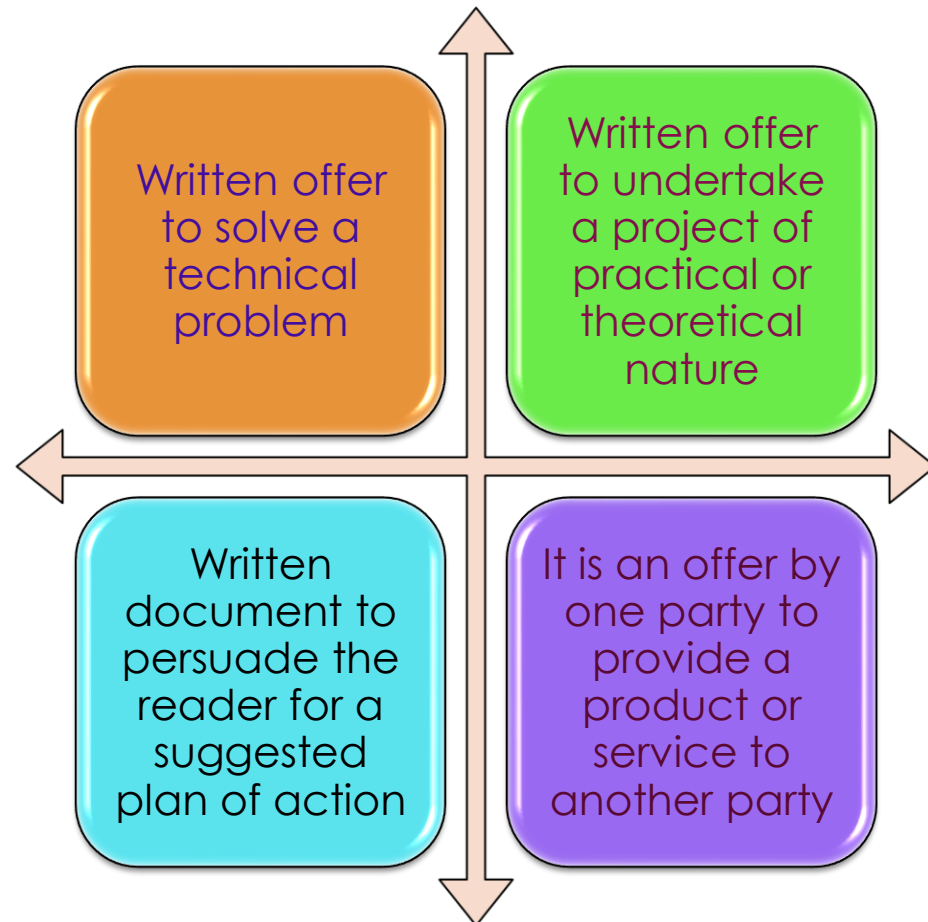
# TECHNICAL PROPOSAL WRITING



# Topics to be Discussed



# Definition



# Purpose of Technical Proposal



# Characteristics of a Proposal

Compelling  
content

Flawless  
language

Client-  
focused

Pricing

Brief and  
to-the-point



# Format of a Proposal

## DEFINE THE ISSUE

- SUBJECT
- PURPOSE
- MAIN ARGUMENT
- BACKGROUND INFORMATION
- IMPORTANCE

## DEFINE THE SOLUTION

- STEP-BY-STEP PLAN
- BENEFITS
- POTENTIAL OBSTACLES

## CONCLUSION-COST AND BENEFITS

- REITERATE THE MAIN POINT AND PURPOSE
- COSTS
- BENEFITS
- THANKS
- CONTACT INFORMATION



# Structure of a Proposal

## I. Prefatory Parts

- Title page
- Letter of Transmittal
- Draft Contract
- Table of Contents
- List of Tables/Figures
- Executive Summary

## II. Body of Proposal

- Introduction
- Problem
- Need
- Background
- Objectives or Purpose
- Scope and Limitation
- Technical Procedures

## II. Body of Proposal

- Methods and sources
- Plan of attack
- Managerial procedures
- Sequence of activities
- Equipment, facilities, products
- Personnel qualifications
- Cost estimate

## III. Conclusion

## Appendices

## References



# Letter of Transmittal



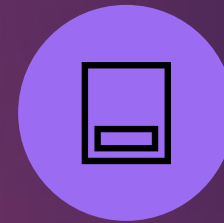
COVER LETTER



ACCOMPANIES OR  
BOUND AFTER THE TITLE  
PAGE



INTRODUCTORY  
PARAGRAPH (TOPIC,  
PURPOSE, SCOPE)



MIDDLE PARAGRAPH  
(HIGHLIGHTS)



CONCLUDING  
PARAGRAPH (INVITING  
TO RESPOND  
POSITIVELY)





# Draft Contract

## Quick summary

- Topic
- Proposer details
- Duration
- Cost

(1 year/  
subsequent  
years)



# Executive Summary

Background

Purpose

Scope

Infrastructure facilities

Technical details

Significance

Reemphasis



# Contents

## *Draft Contract*

(i)

## *Executive Summary*

(ii)

- Technical Section 1
  - 1.1 Structure of the manufacturing unit
  - 1.2 Details of machinery
  - 1.3 The process
- Management Section
  - 2.1 Proposer details
  - 2.2 Plan of action
  - 2.3 Schedules
- Cost estimate
- *Appendix*
- *References*



# Introduction



Problem Statement (clear understanding)



Purpose, Scope



Technical overview



Methodology



Significance



Structure





SYSTEM OVERVIEW  
(TECHNICAL  
DESCRIPTION)



ANALYSIS OF  
EXISTING SITUATION



POSSIBLE DESIGN  
SOLUTION



PROPOSED  
SOLUTION



SOURCES OF  
INFORMATION

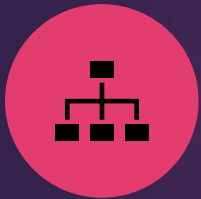


METHODOLOGY

# Technical Section



# Management Section



Chains of command  
(Organizational  
Charts)



Corporate/employee  
credentials



Schedules (work,  
implementation,  
reporting,  
maintenance,  
delivery, completion,  
payment, forecast)



Milestone chart



Team organization



Company profile



# Cost estimate



IMPORTANT



FUNDING (IF INTERNAL)



BREAK UP (EQUIPMENT DETAILS  
MAN POWER EXPENSES  
MISCELLANEOUS/CONSUMABLES)



MATCH WITH DRAFT  
CONTRACT



# Conclusion

7



Reemphasize  
strengths

Assure the  
reader

No new ideas

Very brief (one  
paragraph)





# Appendix



CREDENTIAL DETAILS



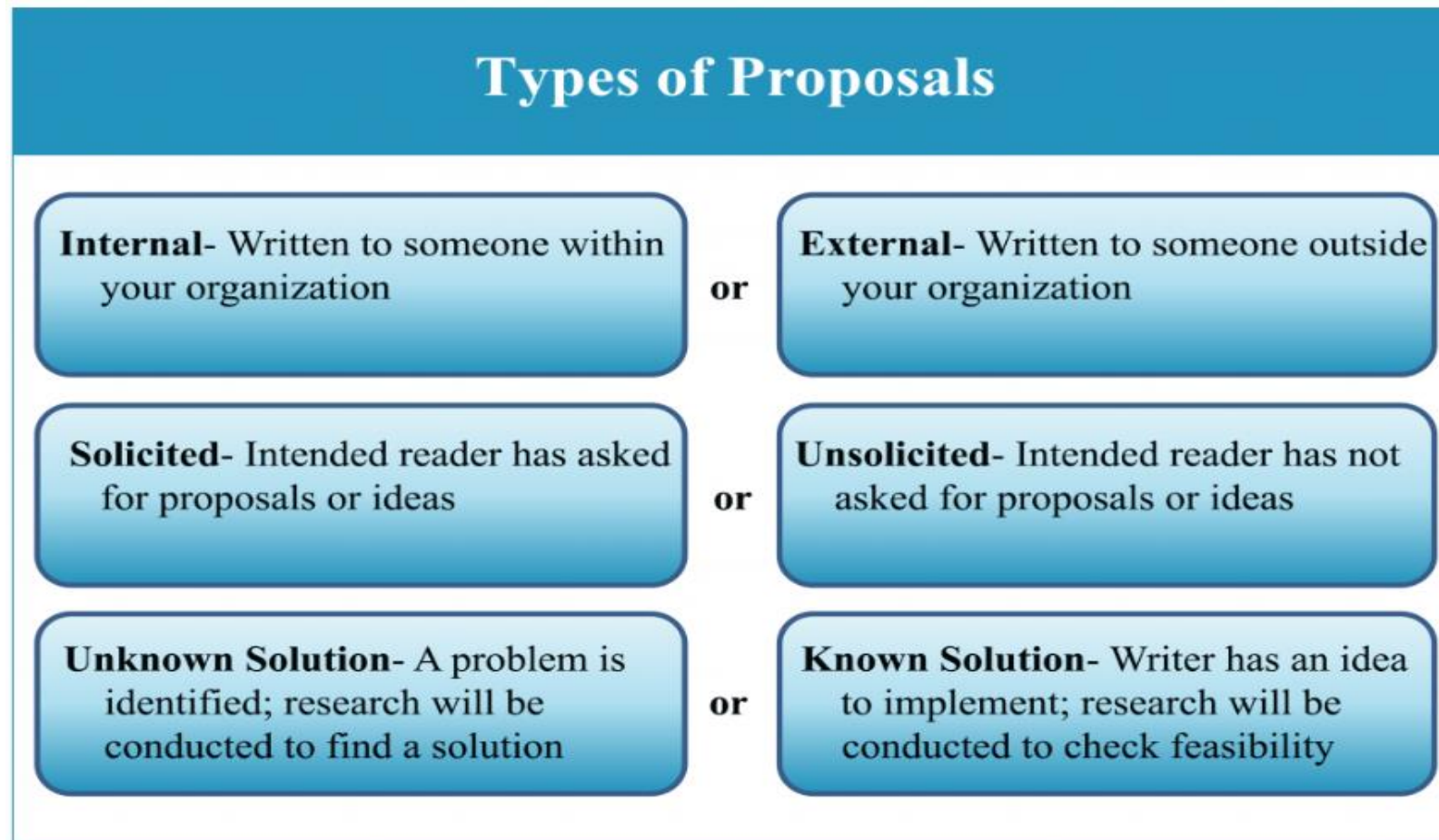
SUPPORTING TECHNICAL  
DOCUMENTS



ILLUSTRATIONS



# Types of Proposals



# Types of Research Proposals



## Internal Research Proposal

- Academic Research Proposal
- Non-Academic Research Proposal

## External Research Proposal

- Solicited Research Proposal
- Unsolicited Research Proposal



# Failure Factors

Questionable  
project design  
(Idea  $\neq$  Grant  
Purpose)

Inadequate  
explanation of the  
research (vague  
objectives)

Lack of experience  
of the investigator  
(poor writing)

Ignoring  
instructions

Last minute writing

Typos

Assuming reviewers  
are experts in the  
field (bad  
audience analysis)

Using buzzwords

Inaccurate costs  
(Budget  $\neq$   
Narrative)



# Success Factors



Give ample, credible evidence for all statements



Do not exaggerate



Provide examples, expert testimony and specific facts and figures to support your statements



Use simple, straightforward and direct language preferring simple sentences and active voice



Stress reader benefits: remember that you are asking for something, usually a commitment of money; let the reader know what he or she will get in return

