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**PROJECT PROPOSAL**

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21P0012

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# EXECUTIVE SUMMARY

No matter what type of business you run, and where you’re pitching your business proposal, you can assume your reader is pressed for time. That’s where an executive summary comes in. A good executive summary will introduce your company and sell your goals and visions in a short, concise way. By the end your reader will have no doubt about how you can help them - and will definitely want to keep reading.

*Cover the following points:*

* Introduce your business and the work you do
* Showcase your unique approach to solving client problems
* Add details of your company goals, vision and mission statement
* Build credibility and social collateral by covering previous successes and clients

*Here’s an example to consider - remember your executive summary is your first introduction to a client, and should reflect your brand and tone of voice at all times:*

[Your Company] is a leading provider of [service/product] to businesses in the [industry or niche name]. With a team of experts boasting extensive experience in the field, we are well placed to help our clients grow and thrive - even in challenging times. By really getting to know our customers, our talented team are able to offer unique and customized solutions backed by data driven analysis and broad research.

As a company we believe in building long lasting client partnerships which help us all grow. To learn more about how our tailor made [service/product] solutions can help your business flourish, read on.

Putting a smile on a customer’s face is everything to us. Previous happy clients of [Your Company] include:

* [client 1]
* [client 2]

# PROJECT OVERVIEW

This is your chance to show how well you understand your client’s pain points - and what you can do to alleviate them. Bear in mind that you may be tackling an issue your client is well aware of - or you may have spotted ways you can support their business that they haven’t yet considered yet. Outline the issues you believe your product or service can address within the client’s business, using market data and research to illustrate your points where possible.

At this point you can stay quite top level - you’ll go into more detail about the specifics in the next section.

*Here’s an example to consider:*

Here’s how the unique [product/service] solutions offered by [Your Company] will support your business growth.

We know that the [target market] is facing challenges:

* [outline challenge/pain point 1 using data where possible]
* [outline challenge/pain point 2 using data where possible]

And where there is challenge there is also opportunity:

* [outline opportunities - or how you’ll help the reader’s business using data where possible]

The customized service we offer is key to making sure your business can achieve optimum growth and outpace the market. Our team will take the time to understand more about your company and align our strategy to your goals for a unique fit. You can expect ongoing support and customer service, with regular performance reviews to allow you to see the impact of our work, and provide opportunities for continuous improvement.

# SCOPE OF WORK

By this section you can really zero in on the specific challenges you’ve identified which may impact your target company. Give details where you can and show your assumptions where necessary.

## CHALLENGES AND GOALS

|  |  |
| --- | --- |
| **Challenges** | **Goals and Objectives** |
| Company challenge 1 | Identifying target customers |
| Company challenge 2 | Completing market analysis |

## DELIVERABLES AND TIMELINE

|  |  |
| --- | --- |
| **Deliverables** | **Timeline** |
| Market research and analysis | MM/DD/YYYY |
| Set up business plan | MM/DD/YYYY |
| Set up marketing plan | MM/DD/YYYY |