

Sample Internal Proposal

Figure 5 shows a sample internal proposal.

FIGURE 5 Sample Internal Proposal for a New Mobile App

YourU
A Proposed Mobile Application Suite for College Students

For
Anderson Stolper, CEO
NanoTech Software Development, Inc.

By
Adriana Niemhoff, Manager
NanoTech Software Development Department

March 21, 2014

Include a proposal title, audience, author, and date of submission on your title page.

(Continued)

FIGURE 5 Sample Internal Proposal for a New Mobile App (Continued)

Date: March 21, 2014
To: Anderson Stolper
From: Adriana Niemhoff
Subject: Proposal for New Mobile Application Suite

According to Kristen Purcell of Pew Internet Research, mobile technology has led to the development of an “apps culture.” People with handheld devices are downloading billions of apps daily, and over half of the U.S. population owns mobile devices with app downloadable capabilities.

This represents huge potential and a growing market for our company. The software development department is proposing a new application suite, suitable for the largest audience of application users—college students. Our proposed app suite, entitled YourU, consists of the following *customizable* features:

- ConnectU—an app that provides students an all-in-one site for their friends and family’s contact information (e-mail address, phone numbers, Facebook sites, Twitter links, and more)
- MoneyU—an app that helps students manage their finances
- FunU—an app that lets students buy concert and athletic event tickets, organize parties, make restaurant reservations, download music, and more
- PlanU—an app that allows students to organize their lives for test dates, work scheduling, and other calendar events

We believe that this application suite will add value to our company’s product line. Once you have reviewed the proposal, please contact me by e-mail or phone so that our team can answer your questions. Thank you for your consideration.

Itemizing the customizable features emphasizes the benefits and usefulness of this new app.

To persuade the reader of the proposal’s value, the writer uses numerous pronouns and positive phrases, such as “huge potential,” “growing market,” and “add value.”

FIGURE 5 (Continued)

Table of Contents

Abstract	iv
Problem	iv
Solution	iv
Benefits	iv
Introduction	1
Purpose	1
Needs Assessment	1
Marketing Generic Products Does Not Meet the Needs of a Targeted Audience	1
Off-the-Shelf Products Create Problems with Revisitation and Profit Loss	2
Discussion	3
Research Proving Financial Value of Mobile Apps	3
Product Description	4
Features	4
Customization	4
Specifications	5
Software Development Costs	5
Return on Investment	5
Credentials	6
Conclusion/Recommendation	6
Glossary	7
Works Cited	8

Headings, subheadings, and page numbers help the audience find information and navigate the text.

List of Illustrations

Figure 1	Percent Market Based on Advertising Channel	1
Figure 2	Software Revisitation Patterns	2
Figure 3	COTS Sales versus Decreased Profits	2
Figure 4	Mobile Apps Revenue	3
Figure 5	College Color Customization	4
Figure 6	Projected ROI	5
Table 1	YourU App Suite Specifications	5

Figure and table numbers plus titles allow the readers to find the visuals quickly.

FIGURE 5 Sample Internal Proposal for a New Mobile App (Continued)

Abstract

Problem

Our company has been searching for a new product idea with the potential for sales growth in a targeted audience. Currently, our mobile application products have been generic with broad but unfocused appeal. In addition, our mobile applications have been limited to static, off-the-shelf products with limited growth potential. Therefore, sales have been steady, but return on investments has diminished.

Solution

A key to any product's success is targeting an audience and meeting their needs. Mobile apps represent a growing market. The largest client base for mobile apps is young adults ages 18 to 30, many of whom are college students. Therefore, the YourU app suite, geared toward college student needs, is an ideal product for our company to develop.

Benefits

Our proposed YourU app suite addresses the above problems as follows:

- Meets the needs of a niche market versus a generic market
- Provides end-users creative options to customize their purchase
- Organizes many capabilities into one app

Stating the problem, solution, and benefits gives focus to the proposal. Emphasize problems generating the proposal. Show how the proposal can solve the problems. Highlight the benefits derived by implementing the proposal's suggestions.

FIGURE 5 (Continued)

Introduction

Purpose

This report proposes the development of a new mobile application suite, geared toward a niche market of college students.

Needs Assessment

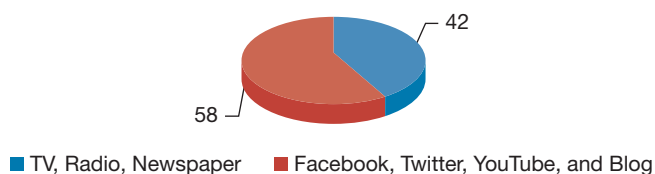
Marketing Generic Products Does Not Meet the Needs of a Targeted Audience:

Our current product line is broad but without focused appeal. We sell mobile apps that offer our end-users games, weathercasts, GPS mapping capabilities, sports news updates, online dictionaries, and financial updates (among other choices). These apps are successful options for a mass audience. However, our company's research and development department (R&D) has found that marketing such diverse product lines is challenging.

For example, the demographic market for games (boys and men ages 14 to 24) is not the same as the demographic for financial updates (men and women ages 45 to 65). The demographic market for sports news (men ages 20 to 30) is not the same as the demographic for weathercasts (men and women ages 35 to 55).

With such diverse demographic ranges, we cannot effectively target our advertising. For men and women ages 45 to 65, we have found that our preferred marketing options are radio, television, and newspapers. However, online venues such as Facebook, Twitter, YouTube, and blogs appeal to youth, men, and women ages 14 to 35. See Figure 1 for a breakdown of advertising channels we currently use for various markets.

Figure 1 Percent of Market Based on Advertising Channel



To more successfully target our advertising, we need a product that appeals to a niche audience so we can saturate a precise consumer base. The YourU app suite accomplishes this goal by allowing us to market primarily in social media.

To highlight the importance of this proposal, the writer assesses how the app will meet marketing needs. These include targeted audiences, frequency of app usage, and profitability.

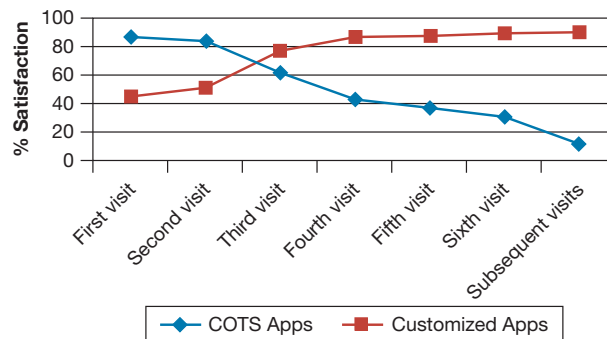
(Continued)

FIGURE 5 Sample Internal Proposal for a New Mobile App (Continued)*Off-the-Shelf Products Create Problems with Revisitation and Profit Loss:*

Our mobile app software consists of commercially available off-the-shelf (COTS) products. These have been cost effective to produce, but they present our company with two challenges:

- Static product abilities without customization lead to user disinterest. Clients always look for new experiences online, new reasons to return to an app. Figure 2 presents the results of an R&D survey regarding software revisitation patterns.

Figure 2 Software Revisitation Patterns



The figure adds visual appeal and makes content readily accessible to the readers.

Customized apps with enhancements and upgrades maintain user interest and lead to higher visitation rates.

- Steady COTS app sales have not equaled profit. Our return on investment (ROI) actually has diminished when we consider increases in business expenses (marketing, taxes, salaries, etc.). As seen in Figure 3, R&D compares sales with profit decreases due to business expenditures.

Figure 3 COTS Sales versus Decreased Profits

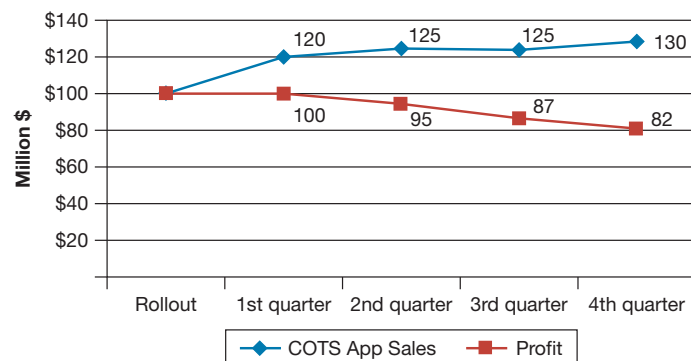


FIGURE 5 (Continued)

Discussion

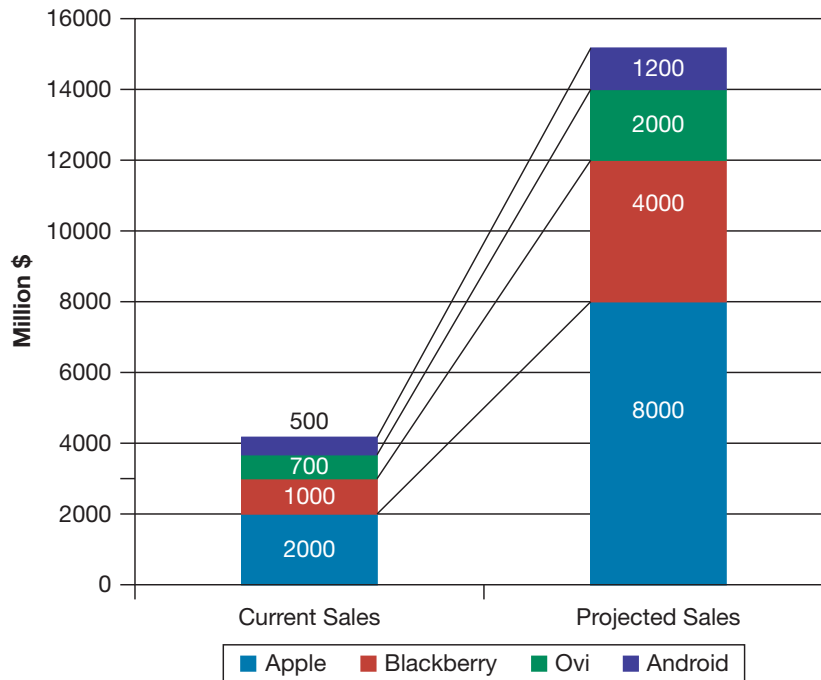
Research Proving Financial Value of Mobile Apps

R&D has found the following regarding the growing audience of app users:

- Half of all Americans own a smartphone that can support software applications. Even more potential clients own PDAs, cell phones, and handheld computers with app capabilities.
- More than 10 billion apps are downloaded each month.
- Approximately 500,000 apps are available for mobile devices (Weisser).

Figure 4 shows the operating systems on which our current and future apps can run and the revenue generated.

Figure 4 Mobile App Revenue



The writer adds depth to the content and persuades the audience through primary and secondary research.

The writer uses graphics to add visual interest to the text. The graphics also persuasively emphasize important information, including projected revenue. Where the text tells, the graphics show.

(Continued)

FIGURE 5 Sample Internal Proposal for a New Mobile App (Continued)**Product Description***Features:*

Our proposed YourU app suite will initially consist of the following four bundled apps.

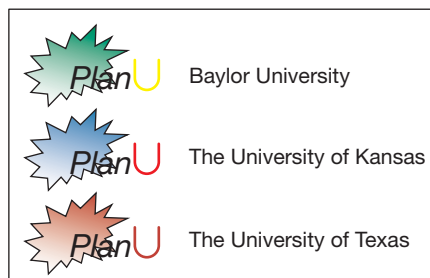
- **ConnectU**—This app will provide students an all-in-one site for friend, family, and professor contact information. This will include, but not be limited to, e-mail addresses, phone numbers, street addresses, city/state/zip information, Facebook sites, Twitter links, and blog links.
- **MoneyU**—MoneyU will help students balance their checkbooks, keep track of their charges, and remind them when rent is due.
- **FunU**—This app lets students buy concert and athletic event tickets, organize parties, make restaurant reservations, and download music.
- **PlanU**—This app allows students to organize their lives for test dates, work scheduling, and other calendar events.

Customization:

Our proposed YourU app suite is programmed to allow end-users a new level of personal ownership. The YourU app suite lets clients do the following:

- Add photos.
- Add their own data for phone numbers, important dates, and contacts.
- Choose background images.
- Customize the app with their college colors, as shown in Figure 5.
- Access their apps and input customized data in their language of choice, including English, French, Italian, German, Spanish, Arabic, and Chinese.

Figure 5 College Color Customization



Highlighting the app's features persuades the reader of the product's uniqueness and benefit to the consumer.

FIGURE 5 (Continued)*Specifications:*

Table 1 provides an overview of YourU app suite specifications.

Table 1 YourU App Suite Specifications	
Features	Specifications
Supporting mobile devices	iPhones, iPad, iPod, Android, Nokia, Samsung, Sony Ericsson, Palm, Blackberry, and Windows Smartphone
Approximate file size per app	286 K
Graphics format	.jpg approximately 2,000 bytes 70 × 90 pixels per graphic

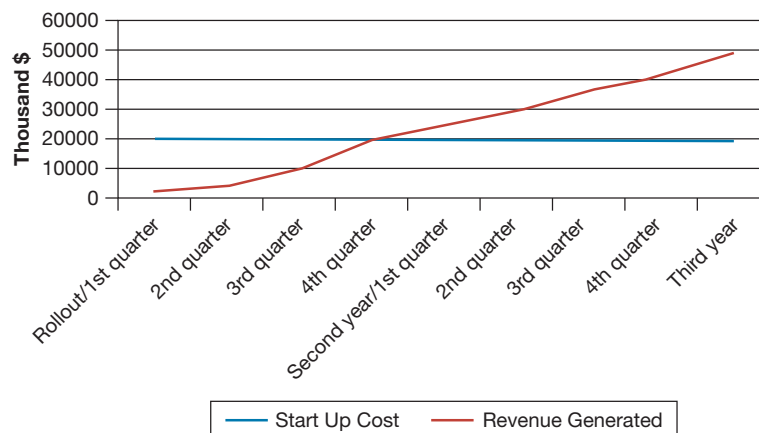
Software Development Costs

Based on prior app development benchmarks, we anticipate that each member of our software development team will spend a month on this project. Our team consists of five staff members. With each member devoting an eight-hour day to the project, five days a week, times four weeks, this will equal 800 work hours. Therefore, at \$25 per hour for 800 hours, the upfront development costs will equal \$20,000.

Return on Investment

Currently, our product line of apps ranges in price from as low as free downloads to as high as \$39.99. A cost-effective price for the YourU app suite is \$9.99. Figure 6 shows you the projected ROI based on this pricing structure.

Figure 6 Projected ROI



An analytical breakdown of the ROI shows the reader not only that the writer of the proposal has thoroughly researched the topic but also how soon the company will turn a profit.

FIGURE 5 Sample Internal Proposal for a New Mobile App (Continued)

Qualifications and experience help persuade the reader of staff members' expertise and ability to do the job.

Credentials

Our software development team consists of specialists ready to answer your questions.

- *Randy Draper, Team Lead*
Randy (BS, Information Technology, South Central Texas University, 2009) has worked for NanoTech for five years. He was promoted to software development team lead after two years as an IT specialist. Randy has worked on over 60 software development projects, including 10 app creations.
- *Ruth Bressette*
Ruth (BS, Computer Information Systems, Northwest New Mexico State University, 2011) has worked for NanoTech for three years. Ruth is our company's social media manager. This gives her unique insights into college student habits related to the development of our PlanU and FunU apps.
- *Doug Loeb*
Doug (double degree: BS, Computer Information Systems; BS, Accounting, Idaho Tech University, 2010) has worked for NanoTech for two years. He is our expert in financial calculations.
- *Dana Anders*
Dana (AS, Information Technology, Landview Community College, 2013) has worked for NanoTech for a year. Dana will be responsible for most of the coding.

Though Randy will be in charge of this project, as manager of the software development department, I will oversee all stages of app development.

Conclusion/Recommendation

Conclusion

Our current app line has led to limited sales and decreasing revenues for three reasons:

- Because the audience for our off-the-shelf software is very diverse in terms of age and interest, we have had difficulty targeting a market demographic.
- Our off-the-shelf software does not allow for customization.
- Without a customizable app, revisitation has been limited.

Recommendation

The NanoTech software development team recommends the creation of an app suite, YourU. This bundle of applications will target the largest audience of app users, college students. In addition, we propose a customizable suite that will empower users, personalize their apps, and lead to increased visitation.

FIGURE 5 (Continued)

Glossary	
Term	Definition
Application Suite	Multiple applications bundled together with related functions and features that can interact with other apps within the suite.
Commercially available Off-the-Shelf (COTS) Software	A Federal Acquisition Regulation (FAR) term to define software that is commercially available to both the public and government. COTS are not in-house developed products and, therefore, serve a more generic purpose than customizable software.
Demographics	The characteristics of a human population. This can include gender, race, age, income, education, interests, employment, or location.
Mobile Apps	Application software developed for small handheld devices, such as PDAs, handheld computers, and smartphones.
Niche Market	A subset of a larger market. In a niche market, product features strive to satisfy a specific market's needs, price range, and demographics.
PDAs	Personal digital assistants.
Revisitation	The number of times a client visits a software application.
ROI	Return on investment (a calculation that compares initial cost versus revenue generated).

7

The alphabetized glossary defining jargon and technical terms helps both a low-tech and a lay audience understand the text.

(Continued)

FIGURE 5 Sample Internal Proposal for a New Mobile App (Continued)

Works Cited

“App Store.” *Wikipedia*. 27 Mar. 2011. Web. 27 Mar. 2011.
 Purcell, Kristen, et al. “The Rise of Apps Culture.” *Pew Internet*. 14 Sep. 2010.
 Web. 22 Mar. 2011.
 Weisser, Christian R. “Mobile Apps and the Tech Writing Curriculum.”
DigitalInk. 2011. Web. 25 Feb. 2011.

CHAPTER HIGHLIGHTS

1. You might have multiple readers for a proposal, including internal and external audiences. Consider your audience’s needs. To communicate with different levels of readers, include abstracts, glossaries, and definitions.
2. A proposal could include the following:
 - Title page
 - Cover letter or cover e-mail message
 - List of illustrations
 - Abstract
 - Introduction
 - Discussion
 - Conclusion
 - Recommendation
 - Glossary
 - Works cited (or references)
 - Appendix
3. Subheadings and visual aids will make your proposal more accessible.
4. Use primary and secondary research to develop your content.
5. Write persuasively to convince your audience to act. To accomplish this goal, arouse reader interest, refute opposing points of view, gather details to support your argument, and urge action.
6. Write ethically by documenting sources and making sure your content (prices, timelines, credentials, etc.) is accurate.
7. Write effective internal proposals to persuade corporate decision makers to address issues and provide resource.
8. Write effective external proposals to sell a new service or product to a potential customer.
9. Distinguish among common proposal terms including RFP, T&C, SOW, boilerplate, solicited proposals, and unsolicited proposals.