**GROUP 3**

**Project Proposal**

**Template**

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# Template Guide

***What is a Project Proposal?***

*A Project Proposal is a document that is written to kick-off a new project. It needs to convince a sponsor that a project needs to be initiated to solve a particular problem or opportunity in the business.*

*It describes in depth, the basis upon which the project needs to be commenced, so that the sponsor fully understands why it’s critical to the business and what is involved.*

*It also needs to outline the implications of* ***not*** *approving the project, so that the sponsor is forced to make a clear decision – to approve the project, or not.*

***When do I use a Project Proposal?***

*Any time that you need to coordinate resources, tasks, equipment and raw materials within a specific timeframe to achieve a particular business goal, then you should consider doing this as part of a formal project.*

*The first step when initiating a project is to document a Project Proposal. It helps you formalize the project so that it has a specific vision that needs to be achieved in order to determine its success.*

*Ideally a Project Proposal will be written by the intended manager of the project. However sometimes it is written by a business manager if the Project Manager is yet to be selected. It is always presented to senior management within the business for approval.*

*Once approved, the next step is usually to write a [Business Case](https://www.projectmanager.com/blog/how-to-write-a-business-case) which justifies the project financially. Soon after that, a [Project Charter](https://www.projectmanager.com/templates/project-charter-template) will be written based on this Project Proposal, to scope out the project and ensure that everyone is clear about what needs to be done.*

***How to use this template***

*This document outlines the sections needed to complete a Project Proposal. You need to replace the content in each section with your own. Each section includes completion instructions so that you know what you need to write, to fill the document in from start to finish. You will want to remove these completion instructions as you go, to create your own customized Project Charter for your business.*

# Executive Summary

The global online travel market is projected to sky rocket by 2027, driven by increasing internet penetration and consumer demand for seamless booking experiences. This proposal outlines the development of a competitive Online Travel Agency (OTA) platform using **Django** (backend), **Vue.js** (frontend), and **SQLite3** (database), designed to emulate industry leaders like Booking.com and Expedia. By leveraging modern technologies and prioritizing user-centric design, this platform will offer travelers and partners a secure, scalable, and intuitive solution for travel planning, booking, and management.

# Background

## Background

The global travel industry is experiencing rapid growth, fueled by increased accessibility, rising disposable incomes, and a post-pandemic surge in demand for personalized and seamless travel experiences. While existing online travel platforms dominate the market, many lack intuitive user interfaces, dynamic customization options, and real-time support, leaving gaps in customer satisfaction. Travelers increasingly seek end-to-end solutions that combine flight bookings, accommodations, activities, and local insights into a single, user-friendly platform. This project proposes the development of a next-generation Online Travel Agency (OTA) website to address these unmet needs.

Timeframes

Phase 1 (Weeks 1): Market research, system analysis, and UX/UI design finalization.

Phase 2 (Weeks 2–3): Platform development, vendor partnerships, and beta testing.

Phase 3 (Weeks 3–5): Full launch, marketing campaigns, and user feedback integration

## Requirements

Most projects are created to either solve a business problem or realize and opportunity in the market. This problem or opportunity is the reason that the project is being kicked-off, so you need to describe it here in depth.

Problem Statement

Existing OTAs often suffer from fragmented user experiences, slow search results, and limited customization for partners.

Our platform addresses these gaps through:

Real-time inventory aggregation from global suppliers.

Responsive design powered by Bulma CSS.

Cost-effective scalability via Django and Vue.js.

Business opportunity

The current travel market presents a significant untapped opportunity to create a **next-generation Online Travel Agency (OTA)** that addresses critical gaps in customer experience, technological innovation, and sustainability. Despite the proliferation of existing platforms, travelers increasingly demand hyper-personalized, end-to-end solutions that integrate bookings, real-time support, and eco-conscious options—a need that remains underserved.

## Solution

The next step is to describe the *solution* to their problem or opportunity that the project must deliver. In describing the solution, you need to make clear the:

* Purpose of the solution
* Scope of the solution (i.e. what’s in or out of scope)
* Way in which the solution must be delivered (i.e. approach)

Remember, the project has one purpose and one purpose only, which is “to deliver the solution to that problem or opportunity within the timeframes required”. So the more that you can describe the solution in depth, the easier it will be for the project team to know what has to be delivered and by when.

[Write your content here]

# Proposal

In the background section above, you have described the general basis upon which the project will be created. You've described the problem or opportunity that exists in the business and the solution that the project needs to deliver. In this section, it is now time to describe the project that you are proposing is initiated.

## Vision and Goals

Vision

To revolutionize travel planning by creating a **one-stop digital platform** that empowers users to design, book, and manage personalized trips effortlessly. Leveraging cutting-edge technology, the platform will prioritize user-centric design, affordability, and sustainability, positioning itself as the most trusted and innovative OTA in the industry.

Goals

Primary Objectives:

Seamless User Experience: Deliver an intuitive interface with search filters, predictive analytics, and 24/7 chat support.

Dynamic Travel Packaging: Enable real-time bundling of flights, hotels, tours, and insurance with flexible pricing.

Mobile-First Optimization: Ensure 95%+ mobile functionality for on-the-go bookings.

## Deliverables

Every project produces deliverables which form part of the solution that solves the business problem or opportunity. These deliverables with are key to the success of the project and they also define the scope of what must be produced. Therefore it is critical that you list all of the key deliverables that are to be produced in as much depth as possible.

Use the following table to describe deliverables to be produced by the project. Note: a deliverable is something that is produced that is handed over to the customer at the end of the project, as part of the solution. It might be a new product, a new service or a new system for instance.

|  |  |  |
| --- | --- | --- |
| **Project Deliverables** | | |
| **Title** | **Description** | **Notes** |
| [list here] | [list here] | [list here] |
| [list here] | [list here] | [list here] |
| [list here] | [list here] | [list here] |

## Timeframe

All projects must be delivered within a specific *timeframe*. Every business problem or opportunity must be solved by the project within a specific timeframe to maximize the value to the business.

This timeframe is critical to success, because if the project delivers the solution after the timeframe specified, then the business may not benefit to the level that was intended.

So you need to specify the timeframe for delivering the project. Describe what the timeframe is and why it is so important that the project deliver the solution within this period of time.

[Specify the timeframe here]

Ideally you will also include an initial *project plan* for the delivery of the project. Although it is very early stages, the reason for this is that it gives your Project Sponsor confidence that everything has been thought through and that the project can realistically be delivered within the timeframes specified.

Here is an example of a generic project plan:



[Include your [Project Plan](https://www.projectmanager.com/templates/project-plan-template) here]

## Resources

In order for your sponsor to approve the Project Proposal, they will want to have an understanding of the amount of resources required to undertake it. Complete the following table which sets out the generic resources including *people*, *equipment* and *materials* needed to undertake the project. These are only generic figures to give the Project Sponsor an idea of the level of resourcing required to finish the project.

|  |  |  |
| --- | --- | --- |
| **Project Resources** | | |
| **Type** | **Quantity** | **Notes** |
| [list here] | [list here] | [list here] |
| [list here] | [list here] | [list here] |
| [list here] | [list here] | [list here] |

## Budget

Since you’ve specified above the type and quantity of resources required to undertake the project, you will have a general feel as to the size of budget needed also.

The Project Sponsor will always want to know how much it is going to cost them. Estimate the total budget for the project based on the cost of the resources specified in the table above. Then add contingency and any other additional costs need to be factored in. You need to consider whether to include intangible costs also, like the cost of downtime or the cost of a change in culture or process within the business.

[Write the Budget here]

If you are able, provide a calculation of the *Return on Investment* for the business. This is simply a formula which shows the additional revenue or benefit that will be gained by the business versus the additional cost, over time.

For example, the cost of the project may be $100,000 however the business may gain $300,000 in benefit over the first 12 months after the project is complete. Therefore the return on investment is $200,000 over the first 12 months.

[Describe the Return On Investment here]

## Ownership

You need to make clear in this document; who owns the project delivery, who the project is being delivered for and who will be kept informed of the status of the project during its life cycle. Note:

* ***Project Sponsor:*** This is the person responsible for the delivery of the project. The Project Manager will report correctly to them.
* ***Customer:*** This is the person who will take ownership of the deliverables once the project is complete. This is also usually the person paying for the project.
* ***Project Manager:*** If the Project Manager is known at this time, then please add them to the following table. However often at this stage, a Project Manager may not be appointed until the document is approved. Complete the following table to make these facts clear:

|  |  |  |
| --- | --- | --- |
| **Project Ownership** | | |
| **Role** | **Name** | **Contact Details** |
| Project Sponsor | [list here] | [list here] |
| Project Customer | [list here] | [list here] |
| Project Manager | [list here] | [list here] |

## Reporting

Every Project Sponsor is concerned about not receiving the right information at the right time. Use this section to describe how you are going to communicate the status of the project regularly to all of the project stakeholders (including the sponsor, customer, team and any other vested parties).

This includes describing whether you are likely to run weekly team meetings, have a project blog, distribute project reports or use [project management software](https://www.projectmanager.com/) that comes with a dashboard for everyone to log in and see the status of their projects.

[Write your content here]

## Risks & Issues

Risk and issues occur which try and prevent the project from producing the deliverables on time. Use the following two tables to list all of the known risks and issues upfront.

* ***Risks:*** A risk as defined as “any event which could take place *in the future* that will prevent the project from producing the deliverables on time”. For instance, a risk might be that the business is unable to resource the project fully as required. For each risk, you need to specify the likelihood of it occurring (high/medium/low).
* ***Issues:*** An issue is “something that is *right now* affecting the project”. For instance, it might be that an issue is that at the moment, there is little funding available to initiate a new project such as this one. For each issue, you need specify the impact it is having on your ability to kick off the project.

|  |  |  |
| --- | --- | --- |
| **Project Risks** | | |
| **Risk** | **Details** | **Likelihood** |
| [list here] | [list here] | [list here] |
| [list here] | [list here] | [list here] |
| [list here] | [list here] | [list here] |

|  |  |  |
| --- | --- | --- |
| **Project Issues** | | |
| **Issue** | **Details** | **Impact** |
| [list here] | [list here] | [list here] |
| [list here] | [list here] | [list here] |
| [list here] | [list here] | [list here] |

## Implications

You need to tell your Project Sponsor about the implications of not undertaking the project.

Given that the project is based on a real business problem opportunity, if that is not solved by initiating this project then what are the implications for the business?

Describe these implications here. If possible, quantify the cost to the business in *not* initiating the project.

[Write your content here]

## Success Criteria

Every Project Manager wants the project be a success. But what is it that defines success?

Is it that the project is delivered on time and budget, or that the project deliverables are produced to the level of quality expected. Is it that the customer was kept informed throughout the project and is happy with the result? Or is it simply that the business problem has gone away or the opportunity has been realized as expected?

You need to think about the success criteria carefully and then specify them here. We suggest listing five key success criteria, against which the project will be measured.

[Write your Success Criteria here]

## Authorization

This is the section in which your Project Sponsor will authorize the project if they want it to be initiated. If the project is authorized, then you have done a great job in completing this Project Proposal!

|  |  |  |
| --- | --- | --- |
| **Project Sponsor**    *Name:*  *Position:*  *Date: \_\_ / \_\_ / \_\_* | **Customer**    *Name:*  *Position:*  *Date: \_\_ / \_\_ / \_\_* |  |

# Appendix

## Supporting Documentation

Provide any documentation you believe supports this Project Proposal. It may be:

* Company history
* Research materials
* Statistics or estimates
* External quotes or tenders
* Detailed cost / benefit spreadsheets
* Other relevant information or correspondence. ©

[Include your content here]

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