

Writing Assignment 3 (High Stakes)

Technological Business Proposal

Introduction

In your third writing assignment you are going to write a business proposal to the Hong Kong Tourism Board. The board has announced last week at an international press conference their interest to improve the Symphony of Light. The Symphony of Lights of Hong Kong were inaugurated in 2004 and it continues its presentation to this day. These lights are displayed every night with good weather at 8pm Hong Kong Time. An orchestration of music, decoration lights, laser light displays, and pyrotechnic fireworks, the multimedia light and sound show lasts for around 14 minutes and was conceptualized, created, and installed by LaserVision¹. The Hong Kong Tourism Board wants to make a few changes to the Symphony of Lights and see if there are good proposals to replace the synchronization and sequence of the current lights display.

You are recently promoted as a sales manager in your company that creates lights and laser display, Light and Lasers Corp., in New York. This announcement of Hong Kong Tourism Board is a good opportunity for Light and Lasers Corp. to be known internationally for its excellent quality of lights and lasers products and services. Therefore, as a sales manager, you decide to write a proposal to offer Lights and Lasers Corp. products and services to improve the current Symphony of Lights in Hong Kong.

The Business Proposal

As a sales manager, you are going to write a three pages business proposal addressed to the members of the Hong Kong Tourism Board. In this business proposal you are doing to identify

¹Laser Vision. *The Symphony of Lights of Hong Kong*, www.laservision.com.au, retrieved on 4/20/18.

the needs to improve the Symphony of Light of Hong Kong, propose solutions for those needs, and explain why Light and Lasers Corp. is the best choice to fulfill these needs.

To deliver a successful business proposal, there are certain points that you have to take into account. wikihow.com² recommends the following steps to write a business proposal:

1. Understand the client needs

The proposal might be made in response to a customer needs or wishes. In this case, think on what criteria the client will use when evaluating your proposal and whether your proposal is consistent with the client needs. This means understanding the client and clarifying any confusion in the proposal. For that, you should always put yourself in the client's position and try to see the problem from the client point of view. To assist in this process, you should contact research and obtain answers to the following:

- Whether prior attempts were made to address the problem. Why did they fail?
- Whether the organization has any concerns.
- The organization's operating policies. You want to make sure your proposal is consistent with these policies.

2. Preparing the proposal

Technical Aspect

You want your business proposal to be readable. This means that the font should be in a size and style that the reader is comfortable with. Generally, you can use Times New Roman 12 point.

- You can also look for sample proposals used in your industry. Type "business proposal sample" and then "your industry" into your favorite search engine.
- There are also business proposal templates online. Using one can make your business proposal look professional. For more information in how to prepare a professional look proposal, visit <https://business.tutsplus.com>

² Wikihow. *How to Write a Business Proposal*, www.wikihow.com, retrieved on 4/20/18.

Cover page

You should have a title page as the cover to your business proposal. The title page should include the following information:

- your name and position in the company
- your company's name
- the name of the person you are submitting the proposal to
- the date you submitted the proposal

Body and content of the proposal

A business proposal identifies a problem and proposes a solution. Accordingly, you should begin by identifying the client's problem or needs in simple and clear language. Explain why the current situation is a problem for the client and your company is a solution to it.

After it, you might want to explain the benefits of your solution: describe the technical and functional aspects of the lights and layers that your company offers, the professional team of engineers who work on the design of the synchronization and sequence of the lights, and the efficient customer service that your company has. It is also a good idea to explain the timeline for completing this proposal. This is a preliminary information that could change in the future, but it is important to give the reader some idea of how you will go about executing your proposal.

At the end of the body, you might want to add a budget and the contract terms. The budget may be the most important part of the business proposal. The reader needs to know whether they can afford your services, so you should include information about pricing. Be conservative. For example, you might want to add up the anticipated budget and then multiply by 1.5 to account for any unforeseen circumstances. Make sure to mention that the numbers are only estimates. In the contract terms, you should also include key contract terms so that the reader will understand more about the agreement they are entering. For example, you could include information such as the following:

- How much is paid on signing: "50% payment upon signing."

- Penalties or interests assessed for late payment: “A late fee of \$50 will be assessed on any account past due.”
- Your cancellation policies: “The contract may be cancelled for any reason with 90 days written notice. There are no pre-payment penalties.”

Concluding the business proposal

At the end of the proposal, you might want to identify relevant experiences. You want the reader to have confidence that you can follow through and implement the business plan. You should identify one or more similar projects and explain the success you achieved. You may be limited in what you can share by client confidentiality agreements. Nevertheless, you can talk about prior experience in general terms. For example, you could write, “Successfully provided Accounting and Payroll Services to 20 mid-sized businesses (25-100 employees) for the past five years.”
