

SAMPLE OF A PROPOSAL

The following is a sample of an external proposal.

Purpose: To provide a service: A Health and Wellness Programme for Employees in the Corporate Sector.

Introduction

We are pleased to submit our proposal to your organisation to institute an Employee Wellness Programme that aims to produce happier and more productive employees. We heard about your company from a mutual business acquaintance, Ms Cindy Wong of J&C Solutions Sdn. Bhd. She mentioned that you were considering a health programme for your employees. We have been running health programmes for 15 years. We have done work for renowned banking institutions such as Citibank and HSBC. Our niche is that we design and create programmes to cater to the needs of our clients; and we have our own panel of doctors. In this proposal, we are including our plan, schedule, staffing, budget and authorisation.

Background and Purpose

The wellness programme for employees is relatively new in the market. The content of the programme is diversely different from any other programs ever organised for employees. There have been only positive reviews about this programme, as you will see when you read the online reviews. It aims to help and guide an employee towards being the best employee he/she could ever be and at the same time, aims to bring personal happiness to the individual. Hence, this helps not only the employer to meet his/her goals for the organization, but also the employees to meet their personal goals. We are happy to be the ones to bring a happier and more productive environment to your establishment.

Plan

In order to implement the programme, we suggest the following plan:

1. **Physical Health Check.**
This will be the first step where all employees involved will undergo a health check with our panel of doctors and nurses. There will be tests and the basic tests will be done in our premises. If the need arises, the follow-up will be done at designated clinics.
2. **Mental Health Check**
This is an interview session with your therapists where they will evaluate the mental health of your employees. Besides interviews, employees will also take a survey.

3. **Wellness Needs Analysis**
The results of the checks will guide our trainers to put together a wellness programme for our employees. It will be tailor-made to each individual.
4. **Programme for Employees**
Employees will attend an hour-long session every day for a month. It will guide them step by step on how to live a healthy and happy lifestyle for the next 6 months, as well guide them on how to be a more productive employee and a more loving and caring family member.
5. **Family day**
This is an important part of the programme where employees and their families come together to enjoy themselves. This will be held at Sunway Theme Park.
6. **Post Health Check**
This will be done after 6 months of the programme. The report will show the impact of the programme on their physical and mental health.

SCHEDULE

1. Health Check	1-12 Jan
2. Wellness Needs Analysis	12-20 Jan
3. Programme for Employees	25 Jan – 24 Feb
4. Family day	25 April
5. Post Health Check	25 June

Staffing

We have been running health programmes for ¹⁵~~10~~ years. We cover all industries and have run programmes for Maxis and Setia-Eco. We have beaten all others to earn the prestigious Global Healthcare Agency of the Year award for the year 2014.

This project will be headed by Dr Jonathan Lin, who was heading his team when we won the award above. He has over 15 years of experience in this field and was heading the research team that created this programme. He also has an MBA, which explains his interest in the corporate field. A team of 8 members will be assisting him, and they have extensive knowledge, skills and experience in this programme; mostly made up of medical and business experts.

Budget

Items	No.	RM per head	Total (RM)
Medical Checks	73	300	21,900
Wellness Programme	73	1000	73,000
Family day	-	150	43,800
Post medical Checks	73	300	21,900
Total			160,000

Authorisation

We strongly believe that our proposal will make a tremendous difference to the productivity of your employees. We can promise that your employees will find it rewarding in their personal lives and professional careers. You will see a jump of 30% in the productivity of your staff and an increase in the quality of service. Remember that wellness brings rewards. If you decide to accept our proposal, please sign the duplicate copy and send it to us before 12 December 20XX.