

EXPRESSIONS FOR WRITING PROPOSALS

You may use the following expressions in your proposal where appropriate.

(a) Introduction

- We are pleased to submit our proposal to help...
- We are delighted to present the following plan to help...

(b) Background

- Based on our previous conversation, we understand that...
- We understand that you would like to...
- Through our proposed plan, we will definitely be able to help you to...
- Based on what we have found, we understand that...

(c) Plan, Schedule

- To help you solve this problem, we propose the following plan...
- To help you achieve your objectives, we propose...
- The following is the plan of action that we propose to help you realise your goals...
- Through the survey that we have conducted, we have found that...
- Attending to this would be first on the list as it is....

(d) Staffing

- Our team consists of... who have been working on similar projects for the past 3 years...
- The team leader has an expertise of working in this field for 10 years...
- Working alongside the team leader is a team of creative and innovative people who have vast experience in...
- This project will be led by...
- Our company is locally recognised for...
- We have put together a well-rounded team that will be headed by... who has years of experience in...

(e) Budget

- The breakdown of the costs for this project is as follows:
- The following is the cost for the project:

(f) Authorisation

- With the expertise of our team, we ensure you that...
- We strongly believe that our proposal will...

- We will ensure that the event will be a successful one that...
- If you accept our proposal, please find a duplicate copy of the proposal enclosed ...
- Please complete the attached duplicated copy of this proposal and return it to us by...
- The rates in this offer are only valid until...

TIPS FOR WRITING PROPOSALS

1. **Make sure the format for the 6 basic sections is sequenced correctly.**
2. **Write an introduction that will grab the recipient's attention.**
3. **Provide the key benefits of the proposal and tell them why it is of their best interest to accept it.**
4. **Explain clearly and concisely what you are proposing and how it will be carried out.**
5. **Include a realistic schedule to give the recipient a better idea of your proposal.**
6. **Convince your recipient with the relevant expertise and credentials of your staff or company.**
7. **Itemise your cost for a clear-cut budget.**
8. **Read and edit your proposal, make sure there are content or grammatical errors.**
9. **Ensure that all the sections are arranged clearly and logically.**
10. **Ensure that you include a reasonable deadline.**