Business Proposal Format

The following sections will be a part of the business proposal.

- Introduction
- Proposed Solution
- Work Flow
- Costs
- Our Credentials
- Terms and Conditions

Introduction

- Refer to the Call for Proposals in case of a solicited proposal and briefly describe the problem faced by the company and then state the purpose of your proposal.
- For Unsolicited Proposals, first
  - Praise the company.
  - Identify and explain the problem it is facing. It may lack an automated software solution or its existing software solutions may be outdated.
  - Discuss the current and long-term negative consequences of the problem.
  - Discuss the business disadvantages the company will face. Refer to the loss of profits and customers and threats to the reputation and public image of the company.
  - Now introduce your technological solution.

Proposed Solution

- Explain your solution in detail
  - Discuss the purpose of your software solution
  - Discuss its features
  - Discuss its advantages

Work Flow

- Present a complete timeline with actions to be taken for developing and installing the software solution for the company.

Costs

- Provide a complete breakdown of costs