UNIT 4 WRITING PROPOSALS

Structure

- 4.0 Objectives
- 4.1 Introduction
- 4.2 A Proposal
- 4.3 Need for Proposals
- 4.4 Features of a Proposal
- 4.5 Framework for Proposals
- 4.6 Grammar: The Passive Form (Revision)
- 4.7 Basic Components of Business Proposals
- 4.8 Business Proposal Letter
- 4.9 Proposal Document
- 4.10 Let Us Sum Up
- 4.11 Answers

4.0 OBJECTIVES

After going through the unit, you should be able to

- understand why proposals are written;
- identify the features of a proposal;
- identify the parts of common kinds of proposals;
- understand the importance of project proposals;
- identify the purposes for the different components of proposals; and
- write sample business project proposals.

4.1 INTRODUCTION

You have studied various forms of business correspondence. In this unit you will be exposed to the processes involved in writing proposals and reports.

Any activity or project undertaken in business organization needs to be formalized and documented. Before launching a project, all aspects involved in it will have to be visualized in order to arrive at the benefits that will accrue from it. This is documented in a proposal. If the proposal is viable, the project is undertaken. After the completion of the project, a report is submitted. The report will indicate the success of the project and whether the objectives stated in the proposal have been achieved or not. Reports become the basis for future proposals. Proposals and reports are thus integral to the functioning of any organization.

We will also examine the importance of business project proposals sent outside the organization and the process of writing them.

Business implies the buying and selling of a product or a service for profit. This involves a series of transactions with agencies outside the organization. It may also involve extended communication with Government bodies.

Writing Proposals

Communication is generally executed through letters. These could be for enquiry and sales, placing orders and executing them, dealing with complaints and negotiating.

Another important format of business communication when a business organization undertakes to offer a service or deliver a product to a client is the **technical proposal.**

Technical proposals have a definite format. Formats help in giving all the requisite information and help the reader to look for specific items of information. In order to win business, proposals must be drafted with care and attention.

4.2 A PROPOSAL

A proposal indicates the direction of a future action. Any action begins with an idea. The idea develops into a plan of action. The plan needs to be elaborated upon. The prospects and consequences of the plan need to be visualized. If the plan shows promise of being executed, then it needs to be written down with the costs worked out. This document is called **a proposal**. The proposal is scrutinized by colleagues, superiors or authorities within an organization or by clients outside and approved or rejected based on its viability and financial implications.

Written proposals form the basis for projects undertaken by an institution, organization, or a business firm. They serve as blueprints for projects and sources of reference during and after the execution of projects.

Oral presentations of proposals are also made before a select audience, especially if the project is undertaken for an outside client.

A proposal can be in the form of a short letter or a long document with supporting graphics and visuals.

As proposals are projections into the future, 'modal verbs', that is, "will", "shall", "may", "can" are generally used along with the main verbs.

4.3 NEED FOR PROPOSALS

Let us begin with a short mental activity.

Activity 1

Imagine that you have a certain amount of money and you plan to buy a house. List the steps in planning that you would take:	t

Discussion

I have put down the following points. Match them with yours.

1) Why do I want to buy a house?

[Being a tenant is troublesome. Rents are high. etc]

[It is a good investment. I can let it out on rent]

[I want to design the place I live in]

- 2) What kind of a house do I want? (apartment/independent house) [Why do I choose to buy an apartment and not a house or Why do I choose to buy a house and not an apartment?]
- 3) Which locality do I want to buy the house in? [Why have I chosen that particular locality? Reasons]
- 4) How will I look for good places? [Look at advertisements? Advertise what I am looking for? Ask for advice]
- 5) What is my budget? [How much money do I have in hand? How much money can I get as loan from other sources?]

This is a mental blueprint. This will give you a direction in identifying the kind of house you wish to buy.

Let us extend this to various activities and projects that have to be undertaken by large institutions and firms. All the things that you do mentally for your personal purchase will have to be formally stated and documented. Your purchase is a private decision.

You might consult family and friends. An official proposal will have to be examined and approved by the executive authorities in the organization.

If certain problems are encountered in the proposal stage, ways to overcome them may be considered, or the proposal may be dropped because it is not viable.

This is why proposals are written down.

If a project is undertaken without a well-thought out proposal, it may get stuck midway and might entail loss of money.

Proposals, therefore, are the basis of undertakings.

Activity 2

List five activities for which proposals will be needed in any organization of your choice. (You can choose a school, a bank, a retail outlet, a sports club etc.)	

4.4 FEATURES OF A PROPOSAL

A proposal is made for something that does not exist or to add on to something that already exists. Creating, acquiring, or presenting something new, involves investment of effort and money. This investment has to be justified.

A proposal usually begins with a description of what exists. It then moves on to what is required. This has to be supported with reasons for investing. The benefit or profit of the venture is then stated with a view to obtaining approval of the proposal.

Describing	
Stating problem	
Proposing solution	
Providing reasons or justifying	
Highlighting benefits	
Persuading or urging action	
Here is a short one-paragraph draft proposal for a public facility:	
The traffic on the M.G. Road is very heavy from 7am to 10pm. Two schools and three colleges line the 5 km stretch of the road from Police quarters to the General Street Metro station. There is no pedestrian crossing anywhere in between. It is impossible to cross the road during the daytime. School children and college-goers are forced to go by vehicles or public transport even if the distance is within 1 km. Three foot-over bridges at 1.5 km distance from each other should be built to ease the problems faced by pedestrians.	
Check Your Progress 1	
1) What is the function performed in sentences 1- 3?	
2) What do sentences 4 and 5 convey?	
	
2) What is the solution are sold in south of 2	
3) What is the solution proposed in sentence 6?	
4) Notice the verb forms in sentences 1-5	

The functions that are in play in writing a proposal thus are:

	the verb phrase in sentence 6.
	e notion indicated by the modal verb "should"?
7) Why has t	he passive voice been used in sentence 6?
Refer back to	these questions will give you an idea of how a proposal is presented the functions performed through proposals mentioned earlier in this atch your answers with them.
Activity 3	
proposal to be	orts secretary of your institution or organization. Make notes for the prepared for the provision of a table-tennis room on the premises.
• • • • • • • • • • • • • • • • • • • •	
Discussion	
•	de the following?
Background:	1
Rationale:	Recreational facilities required for better work performance
	Representation in tournaments adds to image of the organization
Proposal:	Identification of space on premises
	Number of tables required
	Specification of recreation timings
Costs:	
Justification:	Desire of staff
	Other organizations have the facility
	Need to encourage sports

Request for Action: Provision of a table-tennis room as soon as possible

Proposals are put up for various kinds of purposes: for starting institutions, building bridges, buying furniture, machinery etc.

To start a film club in a university, interested students may approach teachers or the Vice Chancellor and express their wish. A teacher may be asked to help the students in framing a proposal. The proposal is drafted.

- ➤ It states the objective.
- > It talks of the number of students who are interested.

- > It lists the activities that the club will perform.
- It states the requirements for setting up the club. It projects the funds that will be required.
- > It urges action.

On a larger scale, proposals are submitted for the Five-year plans of the Government. The budget allocations are made on the basis of the proposals. They are called Plan Proposals

Language focus

Notice the contexts in which the word 'proposal' is used. You will then have an idea of what a proposal involves, in what contexts proposals are generally written and the kind of importance they have.

The proposal must be approved by the Commerce Department.

The Board <u>approved a management proposal</u> <u>to</u> <u>increase</u> the number of authorized dealers.

The proposal to rebuild the Bund came in the year 1998.

<u>Under the proposal</u>, the Company's shareholders would receive 10% dividend

The company had access to inside information when it <u>made its proposal</u> to the Railway Board.

The company rejected the proposal and recalled its agent

He was asked to <u>outline his proposal</u> at the earliest possible time.

The Committee voted for Council's <u>proposal</u> *to finance* the long-awaited trade pact with the Government.

Notice the phrase 'proposal to ...'. to + verb is used to show intention or purpose. A proposal expresses an intention or purpose or plan.

A proposal is 'presented' or 'put up' for approval. A proposal can be 'outlined'. A proposal is 'approved' or 'rejected'.

4.5 FRAMEWORK FOR PROPOSALS

In the previous sections we looked at the basic features of proposals. In this section, we will examine certain common kinds of proposals for facilities within an organization/institution.

A proposal has a framework which can be expanded. It may run into several pages. If it is a detailed proposal, it begins with an executive summary. This summary must be carefully written in order to impress the reader at the first instance. The executive summary condenses the content of the proposal and states the objective clearly.

In the following section, each part of a proposal will be examined. The questions that follow each proposal are learning questions that will enable you to understand the process of writing proposals better.

Sample Executive Summary:

This proposal is submitted for the setting up of a digital language laboratory for the English Department of the O.N. L.V. University. Most undergraduate students are in need of acquiring proper pronunciation and have expressed a desire for focused training in pronunciation as they have had their schooling through non-English medium. Digital laboratories are used for many science courses but now all students

are quite adept at using computers. Hence helping them improve their English pronunciation through the technology medium with which they are already comfortable will be a welcome step. Several software packages are readily available and could be installed to make learning possible through Self-Access.

F	Check Your Progress 2
1)	What is stated in the first sentence?
2)	William I and a second
2)	What does the second sentence convey?
3)	What function do the last three sentences perform?
Let	us look at a sample proposal presented within an organization:
	Proposal for Acquiring Additional Floor Space for KIDS' WORLD, Vishakhapatnam Branch
	Submitted to the General Manager
	KIDS' WORLD
	By the Regional Manager, Visakhapatnam 12 September
ΤΙ	TLE PAGE
~	Check Your Progress 3
1)	What information does this page give you?
,	

.....

2)	What is being proposed?	Writing Proposals
3)	To whom is it addressed?	
1\	December 1: 14 manages 19	
+)	By whom is it proposed?	
F	XECUTIVE SUMMARY	
	is proposed that the floor space of KIDS' WORLD, Vishakhapatnam be	
	acreased in view of the tremendous increase in the volume of sales over the ast three years. The first floor of the present premises has been identified as	
	itable for the purpose. The cost of investment for the lease can easily be	
	ompensated for by the returns on it by way of increased sales.	
F	Check Your Progress 4	
l)	What does the summary indicate?	
) /	What are the assential points it highlights?	
2)	What are the essential points it highlights?	

Business Writing	3)	Will the reader view the proposal favourably on reading the summary?
	В	ACKGROUND
	th ha ex th st in	dids' World, Vishakhapatnam has been doing brisk business since its inception in the year 2005. It is located in the main shopping area of the city. Its central location has been a reason for the growing business. The concept of a retail outlet acclusively for children is fairly new to this city and there are very few shops here that offer such a wide range of toys including educational CDs, DVDs and corybooks. The shop also stocks all ancillary items for school-going children, accluding stationery, shoes, gift items etc. The demand from the clientele for a carriety of other items is so great that the present floor space of 2000 sq. feet is just bout adequate for stocking and display.
		Check Your Progress 5
	1)	What does this section tell you?
	2)	What do the first four sentences do?
	3)	What does the last sentence imply?
	4)	Is there a shift in the function?

*	Check Your Progress 6
1)	What is the purpose of this section?
2)	What are the conditions described?
3)	What will the writer ask for next?
P	PROPOSAL
0	n view of the above-mentioned factors, more floor space is required for the retail utlet here. Since the location has been very favourable for sales growth, it is dvisable to retain the present premises and add on to it.
a q	The 2000 sq. ft space on the first floor of the premises will be ideal for the expansion. This space has been recently vacated and advertised for letting out on lease. This rrangement will help us display our goods more attractively and also stock more uantities. Children will also have more moving space and can spend more time in the howroom.
N W	A staircase needs to be built from within our shop at the front end so that the entrance will be the same for both the floors. Special permission from the owner has to be ought for this.
	The Hyderabad unit had made a similar arrangement and it has proved to be very uccessful.
P	Check Your Progress 7
1)	What is the connecting link between the rationale section and the proposal section?

	Is the link needed? Why?	
		••••••
3)	What new information is presented in the Propo	osal section?
4)	W1	1
4)	What supporting statement is added to press the	e proposal
_	STIMATED BUDGET	
_	STIMATED BUDGET	
L	ease amount for a two-year period:	Rs. 30,00000
C	ost of renovation and setting up display	
	nelves, boards:	Rs. 1,00000
	apital investment in items for sale: alaries for 5 sales staff:	Rs. 10,00000
	alaries for 2 cleaning staff:	Rs. 5,00000 Rs. 1,00000
	laintenance costs:	Rs. 1,00000
	ransport:	Rs. 1,00000
T_1	<u> </u>	13. 1,00000
	liscellaneous:	Rs. 1,00000
M		Rs. 1,00000
M	liscellaneous:	

2)	What does it tell you at a glance?	Writing Proposals
В	ENEFITS	
*	•	
*		
*		
•	C	
L	moreus pronvinnigin	
~	Check Your Progress 9	
1)	What does this section highlight?	
2)	Is the proposal convincing?	
C	ONCLUSION	
v: b:	may be seen from the facts and figures presented above that this is a liable proposal that will yield good returns. There are many competitors idding for this space. An early decision on this proposal will prove orthwhile.	
]]	The proposal is submitted for approval.	
	igned egional Manager	

ъ .	XX7 *4*	
Business	writing	,

~	Check Your Progress 10
1)	What is the function of the above section?
2)	Why is it needed?
F	Check Your Progress 11
	produced below is a proposal presented as one chunk. Section it and write suitable adings for each section using the table of contents given below.
	posal for setting up a 24 x 7 café on the campus submitted to the Vice Chancellor, Z University, by Pankaj Mongia, President XYZ Participants' Association
Ta	ble of Contents
Ex	ecutive Summary
Sta	tement of Problem
Ob	jectives
Pla	nn Proposal
Wo	ork Plan

Total Budget Estimates

Conclusion

Economic, technological, informational, demographic and political forces have changed the way people live and work. These changes and the rate of change will continue to accelerate. Educational institutions like businesses, communities and families, must adapt to changing conditions to thrive. These institutions are struggling hard to keep pace with the astonishing rate of change in students' lives outside these institutions. Students will spend their adult lives in a multitasking, multifaceted, technology driven, diverse, vibrant world and they must come equipped to do so.

Our institute strives to provide every student a rich experience as far as academics is concerned. Entertainment and recreation of the students, however, have not been duly taken care of. There is a need to provide the students with a truly global experience so that they don't become misfits but work for its betterment and development. The proposal for a 24 x 7 café is an endeavor of XYZ Participant Association to bridge the gap between academics and entertainment.

[2]

Writing Proposals

XYZ attracts students from all over the country and across the globe. Some of these students come from metros while others are from small towns. They have different backgrounds and different identities. However they never get to meet each other, know each other better, and share ideas, thoughts and opinions simply because there is no place where they can meet and interact. The students make small groups and spend most of their time in these groups without bothering to introduce themselves to the members of the other groups. They go out, eat out and enjoy only in their own groups. Recently some students had a bitter experience when they had to go out at night in search of food at an unearthly hour.

Following are the objectives of this proposal:

- To ensure that the students get a global experience on the campus round the clock
- To provide the students with a place where they can refresh themselves for the next day's work
- To provide round the clock facilities to the students
- To blend academics with entertainment

The 21st century student is not bound by the limits of time. He/she is a 24 x 7 student. The XYZ Participants' Association has come up with the proposal to set up a 24 x 7 café which takes care of all the needs of the 21st century students and provides them with a truly global experience on the campus round the clock. [5]

[4]

The 24×7 café will have:

- a **cyber café** with at least 30 computers with internet access to provide the students with high speed internet access to explore the world wide web.
- a **cafeteria** which will provide the students with fresh snacks, mini-meals, fresh fruit juices, etc.
- a small library where the students can access books, newspapers and journals.
- a **reading room** which will allow the students to sit and read books.
- a **tête-à-tête hall** where the students can sit and discuss the issues that concern them
- a TV room where the students can watch TV
- a music room with headphones and juke box where the students can listen to music.
- a **sports corner** where the students can play games like carom, table tennis, badminton etc and work out in the gym. [6]

The entire plan will be carried out by two sub-committees- one responsible for procuring equipment for the café and appointing personnel; and the other one responsible for selecting the site for construction, inviting tenders and supervising the construction of the café. [7]

The plan will be carried out in two phases: In the first phase, three best sites for the construction of the site will be selected, the feasibility report will be prepared and tenders will be invited. [8]

In the second phase, when the construction would have begun, the equipment will be procured for the café and personnel will be appointed. [9]

1) **Budget for Salaries/Wages**

Personnel required

Place	Manager/Instructor	Attendant
Cyber Café	1	1
Cafeteria	1	2
Gym	1	-
Library	1	1
General	-	2

Monthly Emoluments (per person-per month in Rs.)

Place	Manager/Instructor	Attendant
Cyber Café	5000	2500
Cafeteria	4500	2500
Gym	5500	-
Library	5000	2000
General	-	2000

Budget for Equipment (in Rs.)

Air Condi-	Furniture	Equipment	Sports	Electronic	Cafeteria	Cyber
tioners	(for	for Gym	Accessories	Equipment	(kitchen	Café
	reading		(for Health	(for TV &	appliances	
	room,		Club)	Music	including	
	discussion			Room)	automatic	
	hall, TV				soft drink	
	and Music				vending	
	room)				machines)	
20,000	30,000	15,000	10,000	25,000	20,000	100000

2) Budget for Construction Related Expenditure (in Rs.)

Soft Material including electronic	
equipment etc.	10,00,00
Hard Material including cement,	70,00,00
bricks etc	

[10]

The aim of education in the modern world is not just limited to academics but going beyond it. It aims at overall personality development of the students. The educational institutions should provide the students with every possible opportunity to grow as a professional as well as a person. The 24×7 café is essentially global in nature and strives at the fusion of academics and entertainment. It also aims at providing the students a truly rich and global experience. There is a great need to have such multiutility cafes on the campus to ensure that the students have all the facilities within easy reach and get them round the clock.

[11]

That was a proposal written by a student representative of an educational institution. It gives you an idea of what elements need to be included in a proposal and an overall structure of a proposal that is sent to authorities within an organization.

4.6 GRAMMAR: THE PASSIVE FORM (REVISION)

Read the following sentences from the reading passage:

- 1) The proposal **is scrutinized** by authorities within the organization.
- 2) Oral presentations of proposals **are** also **made** before a select audience.

The underlined sentences are in the passive voice.

The passive voice is formed by using the verb *be* and the past participle. (e.g. bought, used, etc.) Examples:

Advanced degrees (Ph.D.) are listed on business cards...

Status is determined by age, university degrees and profession.

We use the passive in the following situations:

• We often use the passive to focus on something that happens to someone, when we do not want to focus on the person who does the action.

Example: Over 30% of Indians **are employed** in the agricultural sector.

The passive is often used to talk about systems and processes. Example:

The US is characterized by a 'scientific' approach to business. Every aspect of commercial life is studied and analyzed.

• The passive is often used in business correspondence because it is less personal than the active voice. Example:

Thank you for your letter which was received at this branch today.

• The present perfect passive is often used when we are describing changes that have taken place. Example:

Globalization **has brought** the world closer together and helped to reduce cultural diversity.

• To downplay the action or when you don't want to fix blame when something goes wrong. Example:

The sales targets were not met.

How to form the passive with other tenses:

Present Continuous Passive

Example: I am being asked to work every weekend.

Past Continuous Passive

Example: We only noticed the mistakes when the book was being published.

Present Perfect Passive

Example: Various models **have been used** to explain this concept.

Past Perfect Passive:

Example: They emailed us to say that the shipment **had been delayed.**

The passive forms of the verb in different tenses would look as follows:

Tense	Simple	Continuous	Perfect
Present	Is / am / are + past participle	Is / am / are + being+past participle	Has/have+ been +part participle
Past	Was / were + past participle	Was/were + being + past participle	Had + been + past participle
Future	Will/ shall + be + past participle	-	-

Ac

			past participle		
Ac	tivity	4			
1)		nge the ssary.	e following sentences i	nto the passive voice. On	nit the doer where it is
	i)	Chin	a produces these types	_	
	ii)	We n	make water from a mix	ture of hydrogen and oxyg	gen.
	iii)		eone hit my car from the		
	iv)	Emp	loyers pay many manu	al workers weekly.	
	v)	Mada	am Curie discovered R	adium.	
	vi)	They		rs of the Nobel Prizes in l	
	vii)		atries store most nuclea	_	
	viii)			st ask suitable in-house ca	
	ix)	They	have cleared all the ro	ads in this area due to VII	P movement.
	x)	They	elected a new mayor y	yesterday.	
2)				ed a lot in the last 10 years ing the passive form. The	
	i) 7	They b	uilt a new stadium.	A new stadiun	n was built.
	ii) T	They a	re building a new hosp	ital.	
	iii) T	Γhey w	vill finish it by next De	cember.	

iv)	They have knocked down the old shopping complex.	Writing Proposals
v)	They are going to build a new modern one soon.	
vi)	They are constructing a new multiplex movie hall.	
4.7	BASIC COMPONENTS OF BUSINESS	

A business sustains itself on the amount of work it does. Work generates money. Work in business is goal-oriented. Hence the objective of work is of utmost importance. A business proposal is an undertaking to complete a project with a

specific goal in a stipulated time period with maximum cost benefits.

Let us consider a gigantic public utility project like the Metro Rail Project. Think of:

- the costs involved
- the staffing required
- the time for completion
- the number of parties that will have to collaborate
- government procedures and regulations

PROPOSALS

- financial support from banks and investors
- quality assurance

In such cases, bids are invited from business firms. These are called solicited proposals. Each business firm sends in a proposal to undertake the project. The proposal which is the most economical and the most beneficial is accepted. Winning the project among a number of competitors will depend not only on the financial potential of the organization but also how well the firm has projected the work plan and the costs of construction. Proposals can also be submitted voluntarily after ascertaining customer needs.

Activity 5
An institution is setting up a digital laboratory for its students. It asks for proposals from digital companies. You are working in the company and are asked to prepare a proposal. Put down the points you will include in the proposal.

Discussion

Have you included the following points?

- 1) **Introduction**: Background of your company and the extent of experience that it has in undertaking such projects. (Instilling trust and confidence)
- 2) Reasons for taking up the project: Sharing of know-how; Benefits of service to the educational sector; Growth and expansion. (Stating objectives clearly)
- 3) Hardware requirements
- 4) Software requirements
- 5) Electrical equipment
- 6) Installation procedures
- 7) Demonstration and Training on use of Equipment
- 8) Operational Maintenance
- 9) After-Sales Service
- 10) Budget Estimate: Costs of items 3-9
- 11) Time schedule for project (Presenting facts and figures)
- 12) Conclusion: Summing up of benefits to client; highlighting unique selling points (USPs)
- 13) Offering addresses of previous clients for verification of quality standards of product and service.

Summary Format

- □ Executive Summary
- □ Background
- Technical Description
- Overview
- Hardware Details
- □ Technical Requirements
- Business Issues
- □ Total Cost Matrix

Proposals from a number of business players in the field are compared by the client. Hence a great deal of research and analysis is essential before framing the proposal.

The manner of presentation and the use of language are equally important. The proposal needs to be complete in all respects. The proposal, as already mentioned, is the blueprint for the formal contract to be signed by the supplier and the buyer.

4.8 BUSINESS PROPOSAL LETTER

In its basic form a proposal may be written as a letter in response to an enquiry.

How would you begin writing a proposal? Do this simple activity.

Activity 2

Imagine you are a bookseller and a library in a residential colony has approached you to supply books. What are the first questions that would arise in your mind? Put them down.

.....

Discussion: Writing Proposals

You will begin to think about:

- > the kind of residents and their interests
- > your own previous experience supplying books to such libraries
- catalogues
- collections in other libraries
- > your benefits in dealing with this kind of business
- > the kinds of discounts you can offer

In other words, we begin by collecting information.

You can now begin to write a letter of proposal in reply to the letter soliciting a proposal from you. This is the letter you receive from the library:

FRIENDS' HOME LIBRARY MASROC, Vanagaon, Pin: 408675

13 Jan 2...

Mr. Santosh Yadav

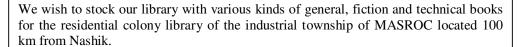
Manager

Popular Booksellers

MG Road

Nashik

Dear Mr. Yadav,



We understand that you are one of the leading book suppliers in this region. Please send us a proposal for the kinds of books you will be able to supply us, the discounts you can offer and the modes of payment along with catalogues.

We would like you to submit your proposal as early as possible. 4

Thank you

Regards,

Meenakshi Patil

Librarian

Let us examine the stages in the letter:

3

- Move 1: States the customer's requirement
- Move 2: States reason for approaching the supplier
- Move 3: Asks for proposal with details
- Move 4: Urges quick action

Your response will include:

- Move 1: Thanks, acknowledgement of request.
- Move 2: Introduction of your firm
- Move 3: Description of business dealings
- Move 4: Emphasize experience in such business

Business Writing

Move 5: Willingness to supply

Move 6: Offer of maximum discount

Move 7: Enclosure of catalogues

Move 8: Urging order

The Proposal letter can now be drafted along these lines.

Thanks, acknowledgement of request Thank you for approaching us with the request to supply books to your residential library. We are happy to know that you wish to order bulk stocks.

[1]

Introduction of firm, Description of business dealings, Emphasis on experience in such business We <u>have</u>, indeed, <u>been</u> in this business for almost a decade now and <u>have established</u> ourselves as leaders in this region. We supply books to more than 50 educational institutions in the Nashik region. We also are suppliers for factory and office libraries in and around Nashik. In fact, we <u>have been</u> a steady supplier to three other residential colony libraries in the townships of Mure and Kopegaon. We supply both technical and academic books in English as well as fiction, poetry, religious literature and general informational books in English, Marathi and Hindi. We <u>have had</u> an excellent relationship with our customers because of the professionalism in delivering stocks and replenishing them when required. [2]

Willingness to supply, Offer of maximum discount <u>We would be very happy</u> to honour your requests. As a first time offer, <u>we will</u> be <u>able to offer</u> you 30% discount on academic and technical books and 25% discount on fiction, drama, poetry and general books. We also allow for retaining of books for approval for a period of 15 days and 90 days' credit from the date of delivery. [3]

Enclosure of catalogues

We are enclosing our catalogue. Please select the titles that you <u>would like to order</u>. We <u>will deliver</u> whatever is in stock immediately and <u>will arrange</u> for delivery of books not in stock at our warehouse here, within 10 days' of the receipt of the order. [4]

Urging order

We look forward to an early order from you.

Language focus:

Notice the use of present perfect form of the verbs, 'have been', 'have established', in paragraph 2 to describe past and present status. The present perfect is used for actions which happen in the past and continue in the present or have an impact on or relevance to the present.

The forms 'will be, would be' are used (in paragraphs 3 and 4) to indicate the future along with the notion of willingness.

4.9 PROPOSAL DOCUMENT

In the previous section we looked at a letter proposal. Now let us examine a detailed proposal document in response to a letter of solicitation.

Activity 3

After every section of the document, there are questions given which you need to answer. These answers will help you in understanding the process of writing proposals better.

Project Description: Renovation of a Heritage Well in PNR college campus

A proposal is accompanied by a Letter of Transmittal or in other words a "Cover Letter" which introduces the proposal.

I) LETTER OF TRANSMITTAL

21 Jan 2....

The Principal PNR College Erode

Dear Madam,

Sub: Renovation and Landscaping of the Heritage Well site

We are submitting our proposal expressing our intent to undertake the project of renovating and landscaping the Heritage Well located on your premises.



As a first step our engineers <u>have assessed</u> its feasibility and submitted a report. Based on this, the undertaking <u>would involve</u> repair of the structural damages, reinforcement of existing structures, laying new water conduits for the tank and beautification. The landscaping <u>would be designed</u> by our landscape architect and can be maintained by your gardeners thereafter.



We expect the project to be completed within four and half months in time for the Golden Jubilee Celebrations next year. The expected expenditure for the initial phase of the project will be Rs. 5 lakhs. The maintenance will require Rs. 50,000 annually for cleaning and painting and other basic repairs.



A detailed document is enclosed.

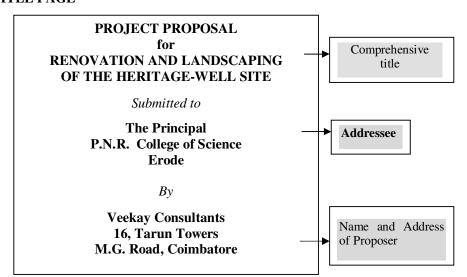
Thank you

Atia Mathai-Luke and Dipannita Chakraborty For Veekay Consultants

1) What is the purpose of this letter?

.....

II) TITLE PAGE



II)	TABLE OF CONTENTS		Page nos.
) Pr	roject Chart	Preliminary information	
() Ex	xecutive Summary	at a glance	
) Ba	ackground	Qualification	•••
) Pr	roject Plan	Visualizing	
5) Pr	roposed Procedure		
6) Pr	roject Schedule	Planning	
7) Bu	udget		
3) Co	onclusion		
Now a	nnswer the following question	ns:	
3) W	hat does the Table of Contents	s indicate?	
•••			
4) W	Thy do we need this table?		
•••			
•••			
5) W	fill the items be the same for all	ll kinds of proposals?	
•••			• • • • • • • • • • • • • • • • • • • •
•••			•••••
6) W	hich items will be found in all	proposals?	

Project Title	RENOVATION AND LANDSCAPING OF HERITAGE WELL-SITE
Name and Address of Proposer	Veekay Consultants
	16, Tarun Towers
	M.G. Road, Coimbatore
Project Location	PNR College, Erode
Time required for the commencement of the	
project after receipt of approval	1.5 Months
Duration of the Project	3 Months
Estimated Budget	Project cost: Rs. 5 Lakh
	Recurring expenses: Rs. 50000 p.a.

Writing Proposals

	what is the function performed by this chart?	
0)		
8)	Why is a table format used?	
		••••
9)	Why is the matter in the left hand column highlighted?	••••
V)	EXECUTIVE SUMMARY	
	s <u>proposal is submitted</u> for the renovation of the Heritage Well at R College, Erode.	Prefatory statement
pre Dep the	e feasibility of renovating the old well in the PNR College mises has been studied. The well, identified by the Archeology partment of the Government as a heritage site in the precincts of college built in the 1826, is currently in a state of severe disrepair the structure needs extensive renovation measures and	Problem
land con	discaping. It <u>can be transformed</u> into an ideal site for open-air certs, literary evenings, dramatic presentations and pop music certs. Drainage and water connections <u>will need to be replaced.</u>	Solution
eng	work will be entrusted to a civil engineer, assisted by two junior ineers and a landscape architect after the primary phase of ctural repairs are completed.	Procedure
abo woi ren	e project will commence 45 days after approval and will take ut 90 days to be completed from the date of commencement of the Rs. 500000 for the ovation of the site and landscaping of the surroundings at present a further Rs. 50000 yearly for maintenance of the structure.	Time
10)	Why is the summary placed before the actual proposal?	
11)	What are the main items mentioned?	
12)	Is the summary concise, clear and complete?	
ĺ	-	
13)	Does it create interest in the reader?	

Language Focus

Notice the underlined verb forms: is submitted, will be entrusted etc.

You can recognize them as passive forms. The passive voice is used to convey the formal, impersonal tone. It also indicates that the work done is more important than the agents of action.

Notice that the passive can be applied to all tense forms:

is submitted, has been studied, will be completed

PROPOSAL

VI) BACKGROUND

Establishing credentials

Veekay Consultants are one of the leading pioneers in the field of architecture and landscaping. We have had experience in restoring several old monuments to shape, in and around Coimbatore, Salem and Erode districts of Tamil Nadu. We have units in almost every state in the country doing similar work.

Substantiating claims Recent undertakings include the renovation of the Shiva temple in Kuttipalayam, the museum building at Umapur and the Maharaja's Palace at Peliyur. Public commendation of the work is our credential. Our technical team has an academic interest in the projects we undertake, most of which are in the field of restoration of historical heritage.

Procedures

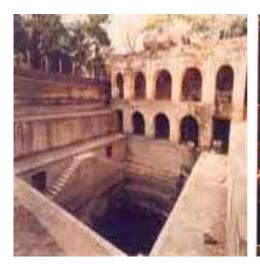
We are very excited about the discovery of this ancient well in the PNR college premises and would like the structure to retain its historical significance while it offers an attractive venue for cultural events. Our research team will be on the job of unearthing descriptions of the heritage site in books of history and the personal autobiographies, letters and personal notes written by the people who lived in the heyday of this particular royal family with the support of its living descendants.

14)	Why is it necessary to present the background?
15)	Why do we need three paragraphs here?
16)	What details does this section give which may not find a place in the proposal proper?

VII) PROJECT PLAN

Our proposed project plan visualizes the present dilapidated structure to be made attractive so as to serve as a meeting-place for cultural events and concerts.







As it is As proposed

A blueprint of the layout is being submitted.

The heritage well needs to undergo a thorough cleansing by professionals since the well needs to be dredged to clear it of sediments. The water pipes and the drainage system need to be replaced. This has to be followed up with regular maintenance measures.

Requirements

Phase wise Procedure

Phase I

 Assessment of the structural damage to the heritage well and the extent of renovation required

Phase II

- Leveling of dilapidated portions and erection of support structures to hold the superstructure without changing the original contours
- Reconstruction of façade
- o Removal of the old drainage system and replacement with modern conduits
- Drilling to augment water source
- o Construction of Auditorium: Step-gallery and central arena, stage and dais

Phase III

- Electrification
- Landscaping of the area surrounding the heritage well up to a radius of 100ft
- Beautification of open-air auditorium
- Weatherproof painting
- o Follow-up maintenance

17)	What is the format of this section?			
18)	What is the sequ	uence of the items?		
19)	What is the patt	ern of the sentences?		
20)	Why are there no full stops at the end of each item?			
VIII)	PROJECT S	CHEDULE		
	PHASE I:	10 days		
	PHASE II:	50 days		
	PHASE III:	30 days		
	TOTAL:	90 days		

BUDGET ESTIMATE

Given below is an estimate of costs likely to be incurred in the renovation and landscaping of the Heritage Well site. The recurring costs shall be additional to the initial estimate and have been worked out in Table 2.

Table 1: Capital costs

Sl. No.	Category of Expenditure	Cost in Rs. *
1	Civil construction	000000
2	Plumbing and drainage	000000
3	Equipment	000000
4	Project office maintenance	000000
5	Technical staff payment	000000
6	Landscaping artist and employee payment	000000
7	Contingencies	00000
8	Miscellaneous	00000
	Total	000000

Table 2: Recurring expenses per year

Sl. No.	Category of Expenditure	Cost in Rs.*
1	Salaries and wages	00 000
2	Maintenance	00 000
3	Contingencies	00 000

^{*(}Figures have not been given.)

CONCLUSION

The cost of renovation quoted is a very modest estimate as our primary objective is more academic than financial. Any modifications in our blueprint required will be considered. An early approval will be appreciated.



Check Your Progress 12

Draw a chart describing the sequence of the parts of a proposal.				
Check Your	Progress 13			

Draw up a proposal for a package tour of all the important tourist destinations in your state in response to enquiries by an educational institution with an international student population. They will need you to organize this tour on a regular basis three times a year.

Preparation:
Collect information about students: nationality, age group, attitudes
Collect information about suitable tourist destinations
Collect information about travel and accommodation tariffs
Calculate number of days required for a comprehensive tour
Calculate staff costs
Calculate profit margin

4.10 LET US SUM UP

In this unit we have examined the need for writing a proposal, the features of proposals and the framework of proposals. The language functions used are: describing, justifying and persuading. In the grammar section, we concentrated on the passive form.

Proposals can be solicited or unsolicited. You learnt about the basic components of a business proposal. Proposals can be in a letter format for small projects and document format for big projects. Proposals are written after a great deal of preparation. Collection of information about various aspects is the essential first step.

Proposals should anticipate all questions that may be raised by the client. They should factor in competitors' potential and build in a cutting edge element.

4.11 ANSWERS

Activity 2

We have given some sample proposals. You could have your own list.

- i) Providing computer labs with internet facilities.
- ii) Starting clubs.
- iii) Starting new courses.
- iv) Opening a new branch of a bank.
- v) Providing crèches for children of employees.

Check Your Progress 1

- 1) Sentences 1-3 perform the function of describing the situation on M.G. Road.
- 2) Sentences 4 and 5 state the problem. Traffic on M.G. Road makes it impossible to cross the road during the day time and school children and college-goers are forced to make use of transportation even for a short distance.
- 3) The solution proposed is that of building three foot-over bridges at 1.5 km distance from each other.
- 4) The verb forms in sentences from 1-5 are stative verbs.
- 5) To ease
- 6) The modal verb 'should' is indicative of obligation.
- The passive voice used in the sentence to put the onus on the authorities concerned.

Check Your Progress 2

- 1) The first sentence states the proposal for setting up of a digital language laboratory for the English Department of O.N.L.V. University.
- 2) The second sentence states the need and desire of the students in acquiring proper pronunciation in English.
- 3) The last three sentences provide the reasons for having a language laboratory and highlight the benefits the students would accrue if they have access to such a language laboratory. There is persuasion for the proposal to be implemented.

Check Your Progress 3 Writing Proposals

1) The information conveyed here consists of- the proposal made, to whom it is addressed and by whom the proposal is made.

- 2) The proposal is for acquiring additional floor space for KID'S WORLD, Vishakhapatnam.
- 3) The proposal is addressed to the general Manager of KID'S WORLD.
- 4) It is proposed by the Regional Manager, Vishakhapatnam.

Check Your Progress 4

- The section states the proposal for increasing the floor space of KID'S WORLD.
 The solution to the problem has also been identified along with the economical feasibility of the proposal.
- 2) It highlights the benefits of already having identified suitable space for the expansion and the economical sense behind the proposal.
- 3) The reader by all means would view the proposal in a favourable light.

Check Your Progress 5

- 1) This section acquaints the reader with the present situation at KID'S WORLD.
- 2) The first four sentences impress upon the reader the success of KID'S WORLD. The shop is located strategically and has done well with the novel concept of exclusive children's retail outlet.
- 3) The floor space of 2000 sq. feet gets used up for stocking and display of items leaving the shop with no extra room.
- 4) With the last line there is a shift from description to the statement of the problem, that of lack of space.

Check Your Progress 6

- The purpose of this section is to state the problem of scarcity of space in the outlet.
- 2) Due to the shortage of space in the outlet, they are forced to stock reserve stocks in a warehouse which is 20 km away from the city. As the average sales per day is very high, the stock gets used up fast leading to a short supply of items in demand. This forces them to make their customers wait for a day or two until the stocks are replenished. Customers would prefer to shop at one place so there is a need to expand the range of products in order to cater to all the needs associated with children.
- 3) Next the writer would ask for more floor area to overcome all the shortcomings mentioned in the previous lines.

Check Your Progress 7

- 1) The connecting link between the rationale section and the proposal section is the need for increasing the floor area.
- 2) The link is needed because it gives a logical flow and cohesion to the proposal.
- 3) The proposal also mentions the need for a staircase to be built from within the shop at the front end so that the entrance will be the same for both the floors.
- 4) The proposal is supported by stating how a similar arrangement had been successfully made by the Hyderabad unit.

Check Your Progress 8

- 1) This section gives the reader an idea of the expenditure to be incurred.
- 2) This section is a concrete way of looking at the estimated budget involved in implementing the proposal. It shows the proposal to be economically viable.

Check Your Progress 9

- 1) This section highlights the benefits of the proposal.
- 2) The proposal is convincing as it deals in detail all the pros and cons involved in implementing the proposal.

Check Your Progress 10

- 1) The section concludes the proposal in a logical and convincing manner.
- The section is needed because it persuades the reader to make a favourable decision at the earliest.

Check Your Progress 11

Executive Summary: paras 1, 2
Statement of Problem: para 3
Objectives: 5,6
Plan Proposal: 7
Work Plan: 8,9,10
Total Budget Estimates: 11
Conclusion: 12

Activity 4

- 1) i) These types of telephones are produced by China.
 - ii) Water is made from a mixture of hydrogen and oxygen.
 - iii) My car was hit from the back.
 - iv) Many manual workers are paid weekly by employers.
 - v) Radium was discovered by Madam Curie.
 - vi) The winner of the Nobel Prize in Physics and Chemistry were announced yesterday.
 - vii) Most nuclear waste is stored underground.
 - viii) If there is a vacancy, suitable in-house candidates are asked first to apply.
 - ix) All the roads in the area have been cleared due to the movement of VIP.
 - x) A new mayor was elected yesterday.
- 2) i) A new hospital is being built.
 - ii) It will be finished by next December.
 - iii) The old shopping complex has been knocked down.
 - iv) A new modern one is going to be built soon.
 - v) A new multiplex movie hall is being constructed.

Activity 7 Writing Proposals

The purpose of the cover letter is to introduce the document. It is a personal
communication appealing to the client directly and indicates what the proposal
contains.

- 2) The title page is necessary. A long project proposal is submitted as a booklet, usually in a spiral-bound form. The title page highlights the topic and states the name of the proposer and the addressee.
- 3) The Table of Contents indicates the major heads under which the proposal is organized with the page numbers much like a published book. As stated above, the proposal document is a booklet and follows most of the conventions of a published book.
- 4) The table of contents helps in quickly understanding what the proposal contains and helps in going to specific pages according to what one is looking for. For the writer it is an organizing support. This, in fact could be the preliminary outline that a writer makes before preparing the proposal
- 5) Not necessarily.
- 6) The essential elements are: Executive summary, Background, Budget Estimate, Conclusion. The other elements will depend upon the nature of each individual proposal.
- 7) The chart presents at a glance what the proposal aims at.
- 8) The tabular format helps in quickly identifying essential information.
- 9) The highlighting of the elements in the left column emphasizes the heads under which information is presented. These are the basic questions that the client would be interested in before reading the proposal in detail. It also helps in preparing the client for what is being presented later. It acts as checklist for the writer to see if all the possible questions have been answered.
- 10) The summary is placed before the actual proposal as it helps the reader understand the major implications of the proposal. The title page, the table of contents, the project chart and the executive summary all help in building up a picture of the detailed proposal in increasing degrees of detail.
- 11) The main items mentioned are the introductory statement, the problem, the solution, the procedure, the time and the cost?
- 12) It is.
- 13) It does, because it is brief, gives the essential points, is direct and does not repeat anything. It is to the point and matter of fact.
- 14) It is necessary to present the background of the proposing company in order to inform the client about the company's business standing and instill confidence in the client that the project can be entrusted to it.
- 15) The first paragraph informs the client about the company's business standing. The second paragraph gives instances of similar projects undertaken to substantiate the claims made earlier and helps the client to verify the claims made. The third paragraph informs about the company's professional way of working

Business Writing

- 16) It gives information about the company's standing, earlier projects undertaken and the kind of academic attitude it has adopted in relation to such projects and the background research it undertakes. All this cannot find a place in the proposal proper.
- 17) The format of this section is a list of actions
- 18) The sequence of the items is: Preparatory work, Actual structural work in step-wise stages, Basics to accessories, and External appearance.
- 19) Verbless sentences. Nominal phrases. Uniform pattern. Helps in packing maximum information with minimum words.

They are not full sentences.

Check Your Progress 13

This is not a complete proposal. You need to fill in rest of the details.

Title Page:

A Proposal for a Package Tour of All the Important Tourist Destinations in Gujarat

Submitted to the Principal of Lady Sophie College by Global Tourister

Table of Contents:

- 1) Project Chart
- 2) Executive Summary
- 3) Background
- 4) Project Plan.....etc.

Project Chart:

Name and Address of Proposer: Global Tourister

22/B Vardhman Towers Limda Chowk, Rajkot

Time required for the commencement

of the project after receipt of approval: 30 days

Locations selected: Gandhinagar, Veraval-Somnath,

Dwarka, Palitana, Daman and Diu, Porbandar and Kutchch-Bhuj.

Executive Summary:

This proposal is submitted for the implementation of the proposed tour programmes for the students of Lady Sophie College, Rajkot on a regular basis three times a year.

Information about suitable tourist destinations across Gujarat has been collected. We have short listed some of the most popular tourist destinations across the state which are easily accessible. Some of the destinations we propose are - Gandhinagar, Veraval-Somnath, Dwarka, Palitana, Daman and Diu, Porbandar and Kutchch-Bhuj. However, you are free to add more to the list. We will be getting the governmental clearance wherever required.

Background: Writing Proposals

Global Tourister is one of the leading tour operators in Gujarat. We have been conducting tours and sightseeing for the past ten years. As our name suggests, we also have a national and global presence.

Recently we were given the project by Ambe Group of Educational Institutions of Baroda to organize tours on regular basis for their students from the primary section to post graduation classes.

Project Plan:

Our proposed project plan is a visualization of the tour packages we would be offering Lady Sophie College on a regular basis three times a year.

We propose to organize the tours during the months of February, June and October. Each tour package shall consist of ten days.

Project Schedule:

Time required for implementation – 30 days

First phase of the tour – February 10-20, 2....

Budget Estimate:

Given below is an estimate of expenditure likely to be incurred for a single tour package. We have included travel and accommodation tariffs, boarding and other related expenses. The recurring costs shall be additional to the initial estimate and the break-up is given in the table:

.....

Conclusion:

The terms and conditions worked out are viable economically and will be to the satisfaction of both the College management and the students. We are open to discussion and further clarification.

We would appreciate an early response so as to accommodate further changes.