

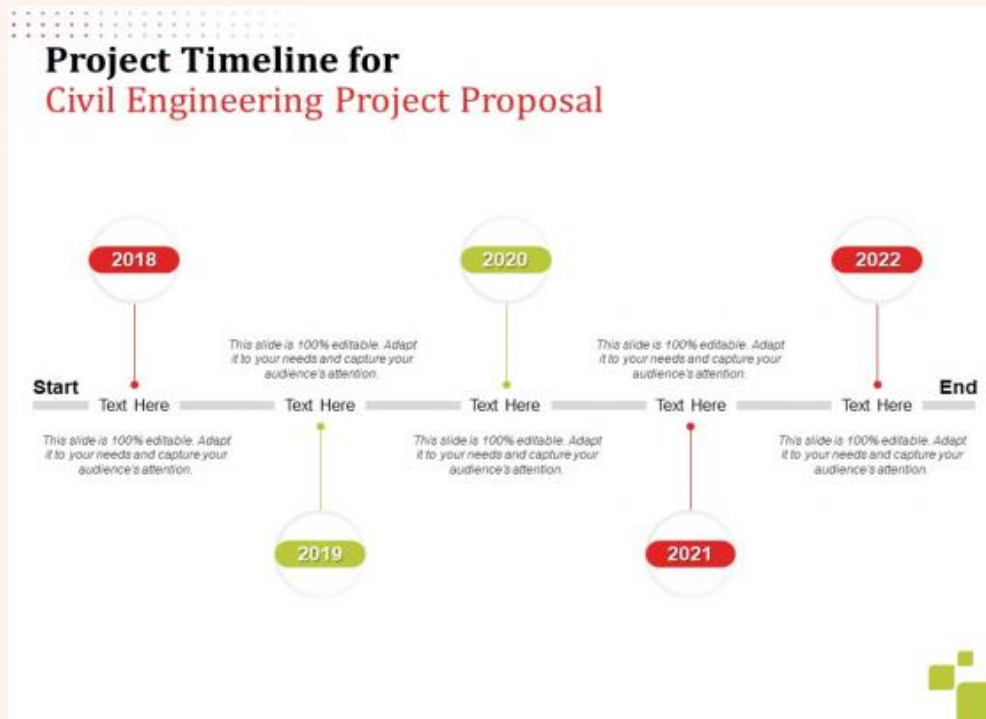


# BUSINESS PROPOSAL (cont.)

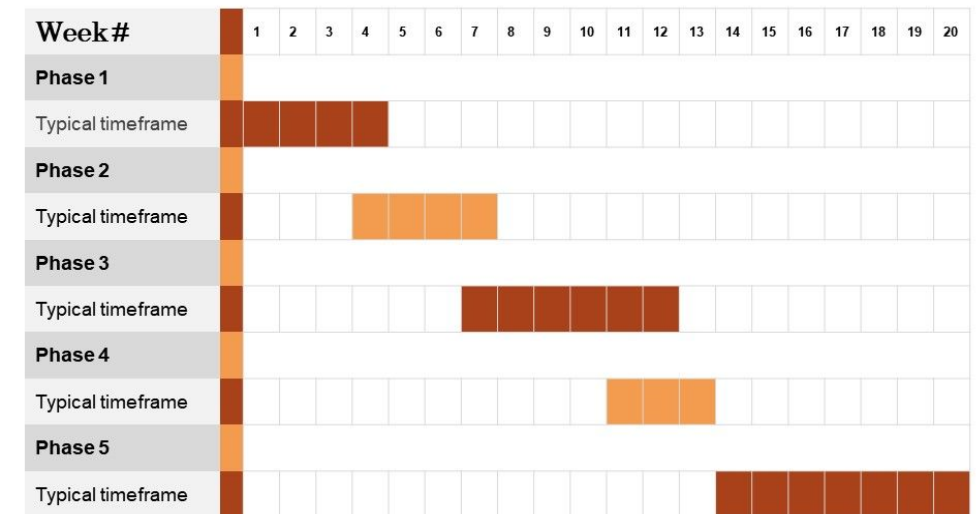
# TRADITIONAL CATEGORIES OF PROPOSAL

## 7. TIMELINE

A clear presentation, often with visual aids, of the process, from start to finish, with specific, dated benchmarks noted.

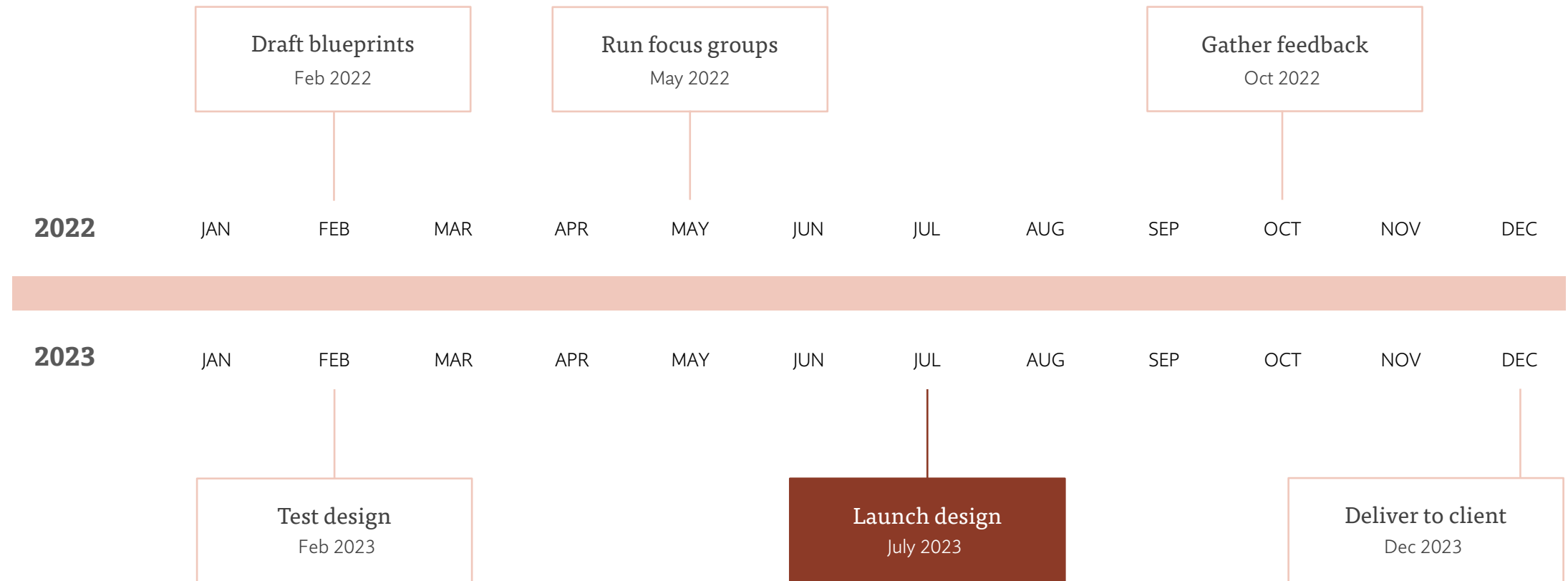


Research Project Timeframe for Research Project Proposal – 3/3



This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

# Sample of a Milestone Timeline



# TRADITIONAL CATEGORIES OF PROPOSAL

## 8. The Marketing Plan

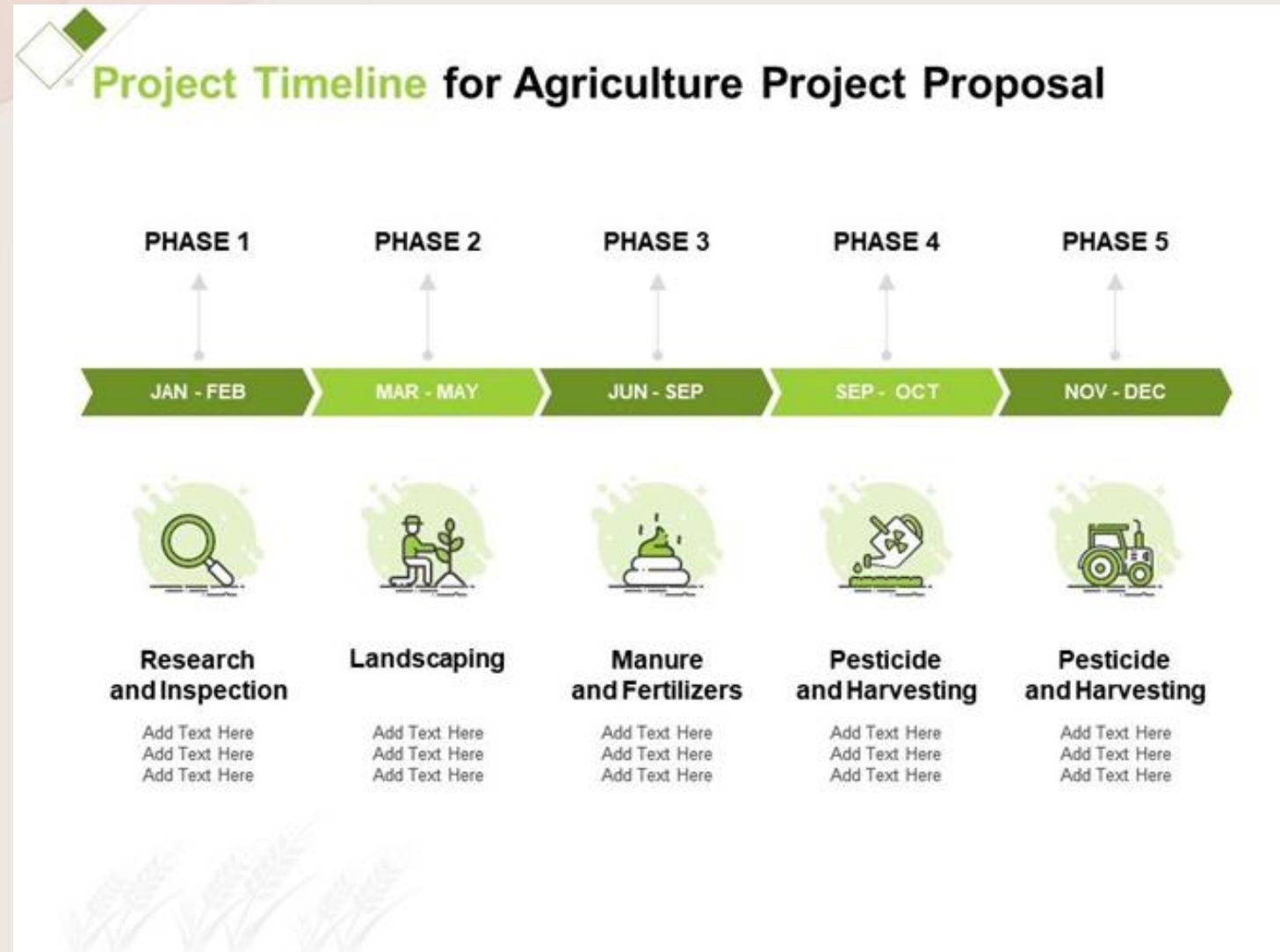
- Delivery is often the greatest challenge for Web-based services. How will people learn about you?
- If you are bidding on a gross lot of food service supplies, this may not apply to you, but if an audience is required for success, you will need a marketing plan.





Let's practice!

Let's discuss and write the timeline and marketing plan of the project.



# TRADITIONAL CATEGORIES OF PROPOSAL

## 9. FINANCE



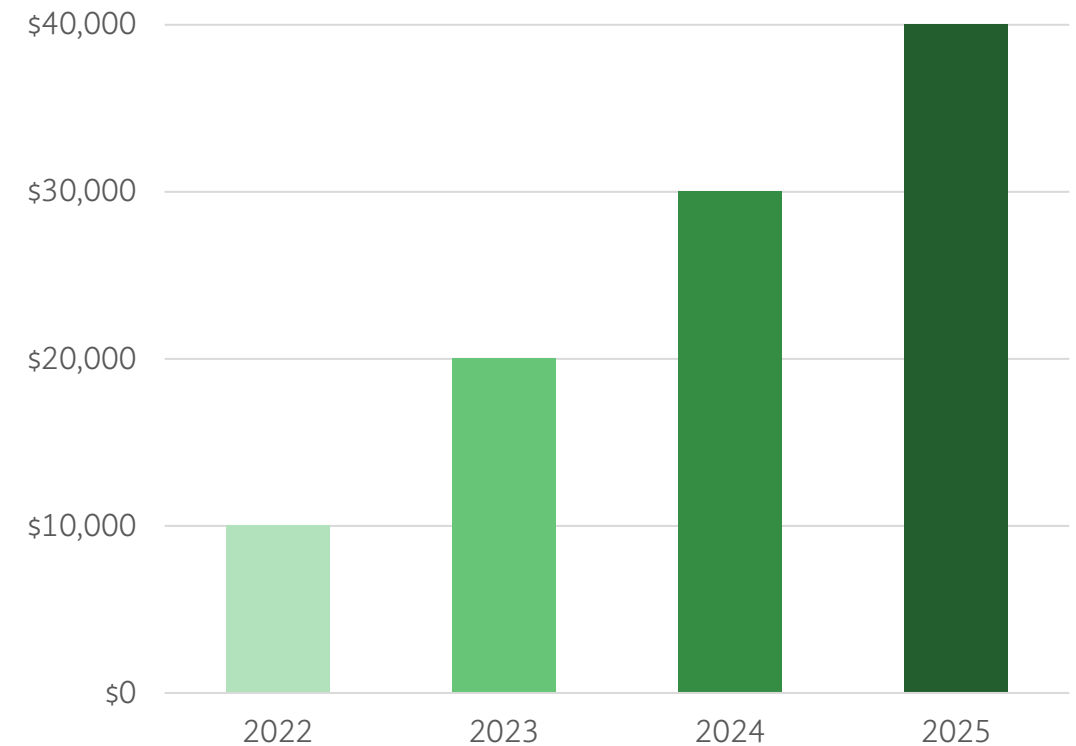
- What are the initial costs, when can revenue be anticipated, when will there be a return on investment (if applicable)?
- Again, the proposal may involve a one-time fixed cost, but if the product or service is to be delivered more than once and extended financial plan noting costs across time is required.

# Sample Financials

Key metrics

	Clients	Orders	Gross revenue	Net revenue
2022	10	1100	\$10,000	\$7,000
2023	20	200	\$20,000	\$16,000
2024	30	300	\$30,000	\$25,000
2025	40	400	\$40,000	\$30,000

Revenue by year



# Sample Financials table

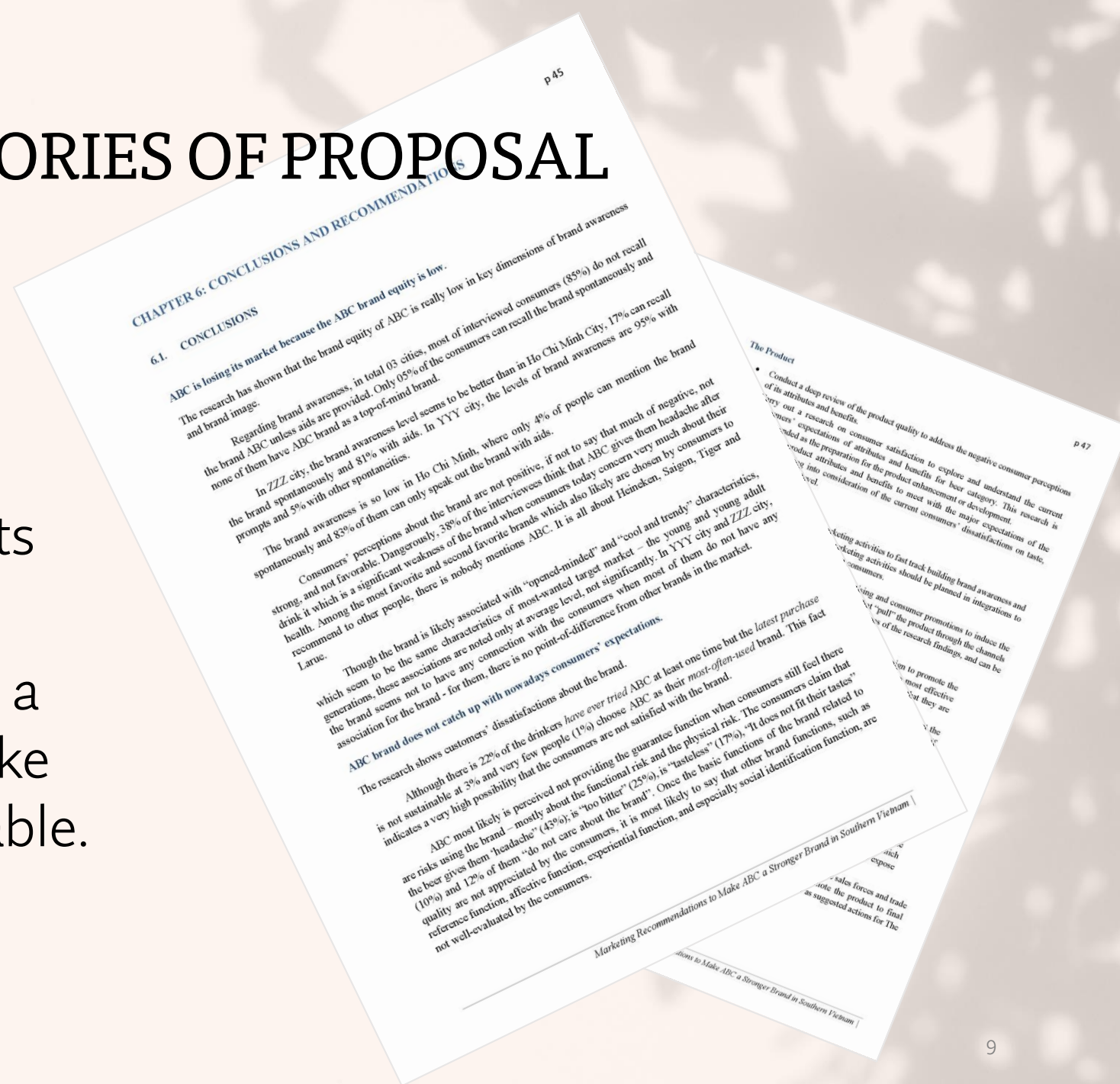
DESCRIPTION	YEAR 1	YEAR 2	YEAR 3	DELTA
Income				
Users	50,000	400,000	1,600,000	
Sales	500,000	4,000,000	16,000,000	
Average price per sale	75	80	90	
Revenue @ 15%	5,625,000	48,000,000	216,000,000	
<b>Gross profit</b>	<b>5,625,000</b>	<b>48,000,000</b>	<b>216,000,000</b>	
Expenses				
Sales & marketing	5,062,500	38,400,000	151,200,000	70%
Customer service	1,687,500	9,600,000	21,600,000	10%
Product development	562,500	2,400,000	10,800,000	5%
Research	281,250	2,400,000	4,320,000	2%
<b>Total expenses</b>	<b>7,593,750</b>	<b>52,800,000</b>	<b>187,920,000</b>	



# TRADITIONAL CATEGORIES OF PROPOSAL

## 10. CONCLUSION

- Like a speech or essay, restate your main points clearly.
- Tie them together with a common them and make your proposal memorable.



# Let's practice!

Let's discuss and compose the finance and conclusion of the project.

## CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS

### 6.1. CONCLUSIONS

ABC is losing its market because the ABC brand equity is low. The research has shown that the brand equity of ABC is really low in key dimensions of brand awareness and brand image.

Regarding brand awareness, in total 03 cities, most of interviewed consumers (85%) do not recall the brand ABC unless aids are provided. Only 05% of the consumers can recall the brand spontaneously and none of them have ABC brand as a top-of-mind brand.

In ZZZ city, the brand awareness level seems to be better than in Ho Chi Minh City. 17% can recall the brand spontaneously and 81% with aids. In YYY city, the levels of brand awareness are 95% with prompts and 5% with other spontaneities.

The brand awareness is so low in Ho Chi Minh, where only 4% of people can mention the brand spontaneously and 85% of them can only speak out the brand with aids.

Consumers' perceptions about the brand are not positive, if not to say that much of negative, not strong and not favorable. Dangerously, 38% of the interviewees think that ABC gives them headache after drink it which is a significant weakness of the brand when consumers today concern very much about their health. Among the most favorite and second favorite brands which also likely are chosen by consumers to recommend to other people, there is nobody mentions ABC. It is all about Heineken, Saigon, Tiger and Larue.

Though the brand is likely associated with "opened-minded" and "cool and trendy" characteristics, seem to be the same characteristics of "most-wanted target market" - the young and young adult these associations are noted only at average level, not significantly. In YYY city and ZZZ city, not to have any connection with the consumers when most of them do not have any 1 - for them, there is no point-of-difference from other brands in the market.

with nowadays consumers' expectations.

about the brand.

never tried ABC at least one time but the latest purchase these ABC as their most-often-used brand. This fact satisfied with the brand.

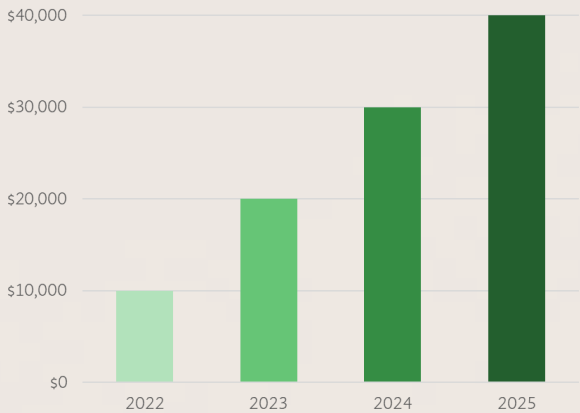
tion when consumers still feel there risk. The consumers claim that does not fit their tastes"

the brand related to

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# ❖ Ethos, Pathos, and Logos

- **Ethos** refers to credibility
- **Pathos** refers passion and enthusiasm
- **Logos** refers logic or reason



Let's practice! Create your own business logo.

Activity

# Create your Team Project's Logo





# ❖ Professional

A professional document is a base requirement:

- Should be no errors in spelling or grammar
- Be concise, accurate, and clearly referenced
- Should be easy to find and clearly relevant, including contact information.





# Persuasive proposals

Are often brief, even limited to one page:

The one-page proposal has been one of the keys to my business success, and it can be invaluable to you too. Few decision-makers can ever afford to read more than one page when deciding if they are interested in a deal or not. This is even more true for people of a different culture or language.

Adnan Khashoggi, a successful multibillionaire (Riley, 2002)

# Two Types of Business Proposals

## Solicited

- If you have been asked to submit a proposal it is considered solicited.
- May come in the form of a direct verbal or written request

## Unsolicited

- Unsolicited proposals are the “cold calls” of business writing.
- Required a thorough understanding of the market, product and/or service, and their presentation is typically general rather than customer-specific.



## Sample Business Proposal

The Writing Help Tools Center is a commercial enterprise, and offers a clear (and free) example of a business proposal here:

<http://www.writinghelp-central.com/sample-business-proposal.html>



# Finalize your project proposal

- Prepare a draft business proposal in no more than 2 pages.
- Do not include actual contact information. Just as the example has employees named after colors, your (imaginary) company should have contact information that does not directly link to real businesses or you as an individual.

# Q&A

