SLIIT Academy (Pvt) Ltd
BSc (IT) – Year 1, Semester II

Technical Communication

Writing a Project Proposal

Learning Outcomes

At the end of the module students will be able to:

- **LO1:Identify the types of Project Proposals.**

- **LO2:Recognize the formats of different Project Proposals.**

- **LO3: Demonstrate the knowledge of the processes of writing Project Proposals.**

What is a project?

- **A project is a task or scheme that requires a large amount of time, effort and planning to complete. To do a project one has to first prepare a project proposal.**

- **A project proposal can be for various purposes ranging from construction to solving problems. The proposal attempts to get the reader to accept the writer's ideas.**

There are two kinds of proposals.

- **External Proposal** – External proposals are bids for a contract.

- **Internal Proposal** – Internal proposals are to win a co-worker or an administrator to accept an idea or enact a policy.

Writing an External Proposal

- The External Proposal has three components:

➢ **Executive Summary.**

➢ **Management Section.**

➢ **Financial Section.**

Executive Summary

- **This section contains information to convince the executives that your company should get the contract. Therefore, the abstracts for the technical, managerial and financial sections should be very clearly written.**

Management Section

- This section discusses the personnel working on a project. Their expertise as well as their success with previous projects will get discussed in this section.

- Your willingness to train employees and to provide technical assistance will also be mentioned.

- Most importantly, this includes the proposed schedule of implementation.

Financial Section

- **This will give detail about the breakdown of cost for every item in the proposal.**

Writing an Internal Proposal

- An Internal Proposal requires:

➢ **Planning the Proposal.**

➢ **Writing the Proposal**.

Planning the Internal Proposal

- Pay attention to audience.
- Collect information about the level of involvement your audience has about the proposed work.
- Get to know the knowledge of audience.
- Gather information on the level of authority the audience has.
- Use visuals.

In organizing the Proposal use the following questions.

- **What is the problem?**

- **What is the solution?**

- **Can the solution be implemented?**

- **Should the solution be implemented?**

Writing the Proposal

- **As is required with any piece or writing, your proposal will need an introduction. This introduction should introduce the reader to the Proposal.**

The Introduction

Your introduction should include the following:

➢ **Purpose.**

➢ **Credibility.**

➢ **Definition of problem.**

➢ **Background of problem.**

➢ **Significance of problem.**

➢ **Solution**

➢ **Preview of parts or sections of proposal.**

Discussion

- In the discussion, it is necessary to persuade readers to accept the proposal. The three areas are needed to be covered to promote persuasion.

➢ **The problem** (in full detail).

➢ **The solution** (to convince readers).

➢ **The context** (schedule for implementation of solution, personnel involved and the solution).

Summary

- A project is a task or scheme that requires a large amount of time, effort and planning to complete. To do a project one has to first prepare a project proposal.

- A project proposal can be for various purposes ranging from construction to solving problems.

- The proposal attempts to get the reader to accept the writer's ideas.

- The two types of proposals are External Proposals and Internal Proposals.

References

- **Technical Communication. 2005. Sri Lanka Institute of Information Technology.**