Business Proposals& graphics

Business proposal

- A proposal is an offer by one party to provide product or service to another party in exchange for money.

- Essentially, business proposals are similar to sales documents in the sense that they include an overview of how the business can help the client, a value proposition, scope of work, pricing estimates, expected completion dates, and project costs etc.

Purposes of proposals

Proposals have varied purposes with a wide or narrow scope. Few of the examples are :

- To conduct a research before developing an plastic mold factory in foreign country.

- Opening an overseas office.

- To survey areas for possible water resources.

- To construct parking slots, buildings, bridges, highways.

Types

- The two basic types of proposals are :

- Sales proposals: They sent out to the potential clients or customers. Sales proposals rarely duplicate one another in either structure or style. They are often quite different, creative in directions.

- Research proposals: are usually academic in nature & mostly solicited.

Importance of proposals

- Proposals, like reports are valuable records of information in an organization.

- They act as an index of company's progress or growth.

- Successful proposals gets financial returns to the organization.

- They attempt to win contracts for the co. undertaking the project.

- Proposal writing enhances the power of estimation, judgment & discrimination in the writer.

Characteristics

- Keep in view customer's convenience, financial gain,& prestige.
- Demonstrate to appropriate decision makers that their needs would be met with.
- Be more creative than other form of professional writing
- Anticipate any possible reasons for rejection & provide suggestions for overcoming them.
- Include summary, objective, description of the problem, methodology& cost estimation.
- Follow meticulously the requirements of the receipient/organisation.

Structure

1.Prefatory parts:

► Title page

► Letter of transmittal

► Draft contract

► Table of contents

► List of tables/figures

► Executive summary

2. Body of proposals:

➢ Introduction

-Problem

-Need

-Background

-Objective /purpose

-Scope & limitations

-Methods & sources

➢ Technical procedures

► procedures

► Plan of attack

➢ .Managerial procedures

-Sequence of activities

-Equipments, facilities

-Cost estimate

Graphical representation in business writing

▶   Why does your business proposal need graphics?

Their role in your business proposal boils down to the following:

a)   Make your document less daunting to consume by making it easy and attractive to read.

b)   Convey your message instantly – one look and the prospect "gets" what you're saying.

c)   Clarify difficult concepts about your solution and make information more digestible

▶   Will your reader find your work proposal interesting if you don't find it interesting yourself?

The answer probably lies somewhere on the scale of "no way" to "less likely." And   the solution, you ask? Visually appealing graphics in your business proposal.

Compelling graphics in your document can quickly take it from zero to hero – communicating your message effectively and encouraging the reader to read. In the long haul: great visuals that amplify your message increase your odds of success.

How to use graphics in business proposal

▶ Explain your idea or point, for instance your workflow with a flowchart.

▶ Show your product or service in action.

Fresh Ingredients

We make our dessert from scratch. Trust us to only use freshest ingredients. All fruits or vegetables we use are organic and we do get it locally.

Ingredients | 6

► Provide a timeline

TIMELINE

Audit and Analysis SEO Techniques

We will analyze Vinillin Widgets' current performance on every major search engine and determine the best way to drive more traffic to your website.

6/6/19

SEO Campaign Development

We will design an SEO campaign to improve Vinillin Widgets' rankings on every major search engine.

7/6/19

SEO Campaign Launch

Our SEO experts will put the campaign it designed into motion, driving new visitors to Vinillin Widgets' website.

8/8/19

SEO Management and Optimization

We will track Vinillin Widgets' SEO campaign for 6 months, make improvements to convert more visitors into customers, and provide monthly reports to to review.

9/9/19

09

- Make pricing and other complex sections easy to understand.
- Most readers jump straight to the pricing section after reading the intro.
- Yo

Budget.

Since the tasks are continuous, all expenses will be billed hourly and at the end of each month, a detailed invoice will be forwarded to the client's email, receiving which, the client has to clear all dues within the first week of the following month.

Step	USD/Hour
Illustrations/Visual Assets	$10
Copywriting for Ads and Video Script	$7
Blog Writing	$12
Video Creation	$15
Ad Setup	$25
Email Development and Follow Up	$15

Budget

▶ Share social proof in a visually appealing design.

▶ Most people find it hard to read through social proof that looks like a pile of mess. They wouldn't read the praise you desperately want them to if you don't present it to them in an appealing, clutter-free manner.

Rule of Thumb Before Adding Graphics

▶ Only add graphics to supplement your message.

➤ when text is paired with visuals, it is [323% more likely to encourage viewers](#) to follow instructions provided than when text is at work only. But don't overdo.

▶ Make sure your graphics are consistent.

➤ This means your design needs to have the same elements including a uniform color scheme from the landing page for your service to finalizing your business proposal. This will help your visitors get familiar with your branding, leaving a crisp and memorable impression.

Types of graphics

- ► Charts and Graphs
- ► Illustrations
- ► Images
- ► Tables
- ► Info graphics
- ► Icons