# **EXAMPLE OF A PROJECT PROPOSAL**

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New or inexperienced project managers can use this generic example of a [project proposal](http://www.brighthubpm.com/project-planning/55091-use-project-cost-estimating-techniques-in-projects/) to help create and develop their own proposals.

The following [project proposal](http://www.brighthubpm.com/project-planning/55091-use-project-cost-estimating-techniques-in-projects/) outline is in a generic format so it can be applied to several kinds of circumstances and projects.

As you sit down to write your own document keep in mind that although some details will necessarily change to accommodate your particular project type, [scope](http://www.brighthubpm.com/project-planning/10057-defining-the-project-scope-tips-amp-free-template/), and industry, the general structure is more or less the same for any kind of project proposal.

Included in each section are also a few tips and examples to help you produce a proposal that is clear, accurate, and focused.

* **Project Information**

*This section is meant to provide a overall picture of the project that can be seen at a glance as well as convey important project details.*

**Name of the Organization:**XYZ, Inc

**Project Title:**New Widget Development

**Project Summary: Write** a 2-4 sentence summary of the project scope

**Project Time-frame:**January,1 2010 - September, 30 2010

**Prepared by:**

**Attached Documentation:**

**Project Contacts:** List those individuals who are involved with the project and can be contacted. Be sure to include their name, title, role in the project, as well as phone numbers and email addresses

* **Project Summary**

The goal of this section is to present the reasons for doing this project as well as stating all of the project's objectives. In this section in particular it is very important to write concisely and clearly. Some project professionals even suggest writing the project summary last. Before you begin writing you should be able to answer the following questions:

* + **Why are you doing this project?**
  + **What will you be doing?**
  + **How will you be doing it?**
  + **Who will be doing it?**
  + **Where will it be done?**
  + **How long will it take?**
  + **How much will it cost?**

**1.) Project Background**

Explain what needs/problems you are trying to solve, and why these needs/problems are worth solving. You should also provide a brief setting and history behind the project. This section should be no more than a page. Include references to supporting documentation, such as research papers and articles. This information can be placed in the index at the end.

**2.) Project Objectives**

[State explicitly what goals the project is aiming to achieve](http://www.brighthubpm.com/project-planning/26374-smart-goals-in-project-management/).

* + Objective 1
  + Objective 2
  + Objective 3

# **Project Methodology**

*This sections details the plan for how the project objectives will be achieved. It usually starts with a description of the overall approach. Then it provides details on methodology, the population being addressed, and how anticipated problems will be managed.*

**1.) The Project Approach Summary**

Write a few short paragraphs or bullet points on your overall approach to the project. Include how the project team will be organized, what tools will be used, and how the plan will be updated along the way.

**2.) Work Breakdown and Task Time Estimates**

In this section you should create a detailed [project schedule](http://www.brighthubpm.com/project-planning/1856-components-of-a-project-schedule/). Make a list of tasks that will be performed for this project, make sure the list is detailed enough and the tasks broken down enough to expose risks and make reasonable estimates in the hours required. You may want to include a milestone chart in this section.

**3.) Project Deliverables**

Make a list of project "deliverables." (These are the products, information, reports, etc that will be delivered to the client at the end and throughout the duration of the project). Make sure to include a description of the deliverable and an estimated delivery date.