



BUSINESS PROPOSAL



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Marketing Biz



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LEARNING OBJECTIVES

Describe

Describe **basic elements** of a business proposal.

Discuss

Discuss **main goals** of a business proposal.

Identify

Identify **effective strategies** to use in a business proposal.

INTRODUCTION

- In order to be successful in business and industry, you should be familiar with the business proposal.
- Business proposals are documents designed to make a persuasive appeal to the audience to achieve a defined outcome, often proposing a solution to a problem.

BUSINESS PROPOSAL



BUSINESS PROPOSAL

COMMON PROPOSAL ELEMENTS

- Ideas
- Traditional Categories
- Ethos, Pathos, and Logos
- Professional

COMMON PROPOSAL ELEMENTS

IDEAS

Effective business proposals are built around a great idea or solution.

- What makes your idea different or unique?
- How can you better meet the needs of the company that other vendors?
- What makes you so special?





BUSINESS PROPOSAL

COMMON PROPOSAL ELEMENTS

- Ideas
- **Traditional Categories**
- Ethos, Pathos, and Logos
- Professional

COMMON PROPOSAL ELEMENTS

TRADITIONAL CATEGORIES

- 1) Cover Page
- 2) Executive Summary
- 3) Background
- 4) Proposal
- 5) Market Analysis
- 6) Benefits
- 7) Timeline
- 8) Marketing Plan
- 9) Finance
- 10) Conclusion

COMMON PROPOSAL ELEMENTS

TRADITIONAL CATEGORIES (cont.)

Cover Page	Title page with name, title, date, and specific reference to request for proposal if applicable.
Executive Summary	Like an abstract in a report, this is a one- or two-paragraph summary of the product or service and how it meets the requirements and exceeds expectations.
Background	Discuss the history of your product, service, and/or company and consider focusing on the relationship between you and the potential buyer and/or similar companies.
Proposal	The idea. Who, what, where, when, why, and how. Make it clear and concise. Don't waste words, and don't exaggerate. Use clear, well-supported reasoning to demonstrate your product or service.
Market Analysis	What currently exists in the marketplace, including competing products or services, and how does your solution compare?

COMMON PROPOSAL ELEMENTS

TRADITIONAL CATEGORIES (cont.)

Benefits	How will the potential buyer benefit from the product or service? Be clear, concise, specific, and provide a comprehensive list of immediate, short, and long-term benefits to the company.
Timeline	A clear presentation, often with visual aids, of the process, from start to finish, with specific, dated benchmarks noted.
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.
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.
Conclusion	Like a speech or essay, restate your main points clearly. Tie them together with a common theme and make your proposal memorable.

Practice:

CHOOSE IDEA FOR "SOCIAL INITIATIVE" PROJECT

Decide on an idea your team will work on, make sure it's a creative, groundbreaking idea.

THE-BEST-IDEA!

TRADITIONAL CATEGORIES

1. COVER PAGE

Title page with name, title, date, and specific reference to request for proposal if applicable.

[Type the company name here]

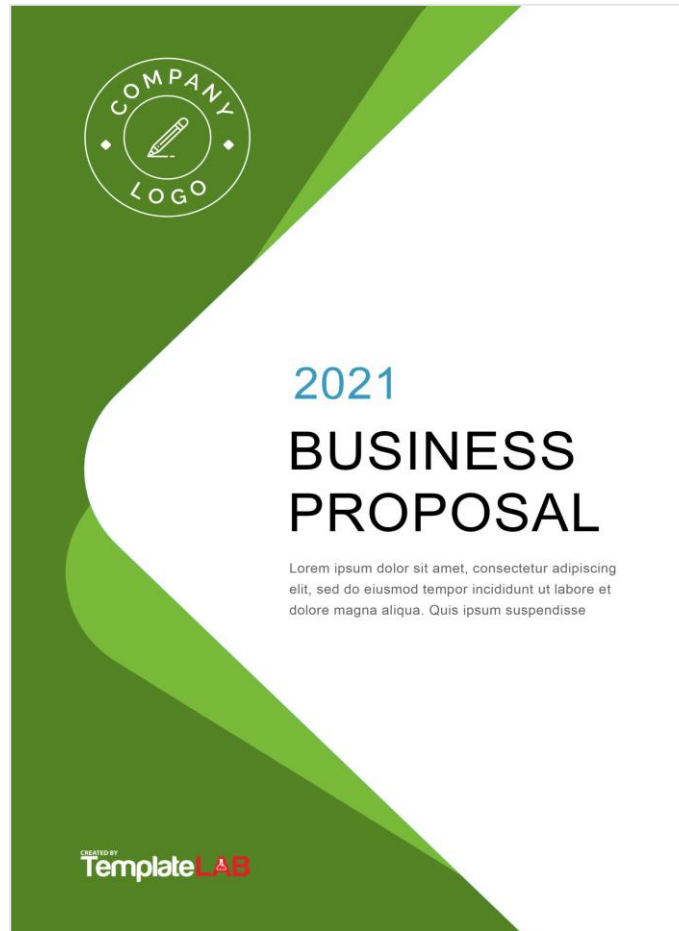
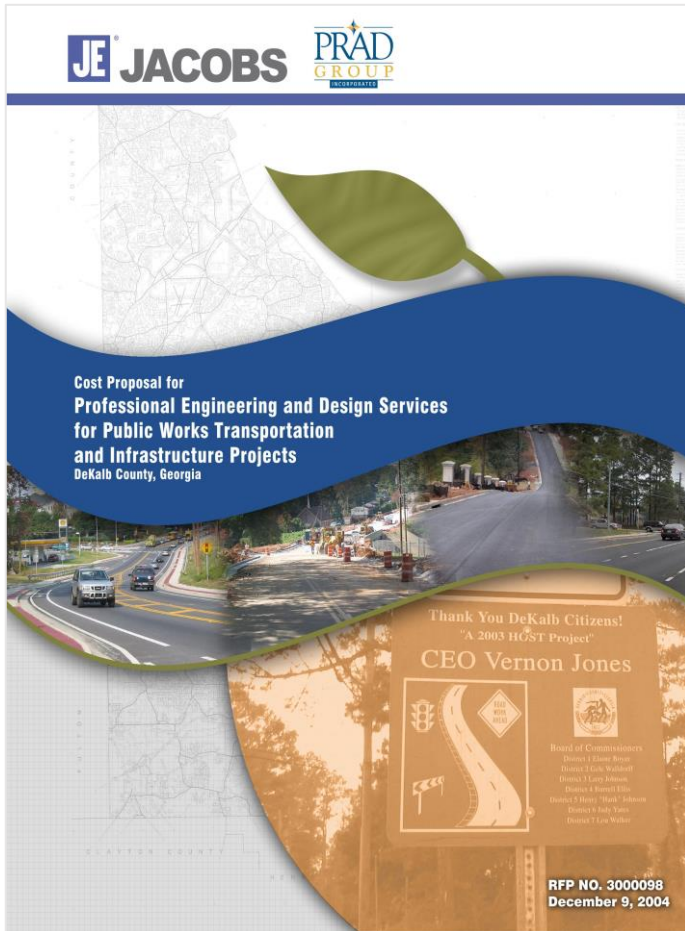
[Type the document title]

[Type the document subtitle]

John Miller
System Analyst

[Write a description or summary of the documents enclosed. This is not the preface or forewords section, this description is an overview of the content enclosed]

EXAMPLES OF COVER PAGE



TRADITIONAL CATEGORIES

2. EXECUTIVE SUMMARY

Like an abstract in a report, this is a one- or two paragraph summary of the product or service and how it meets the requirements and exceed expectations.

Abstract

Through critical and deep study, this report examines the types of production systems that are used in apparel industry of Pakistan. It shows the analysis and comparison of production systems with respect to cost, quality and productivity. Since the function of sewing department mainly depends on the type of production system, its selection needs to be done carefully.

This study is based on the analysis of the handling time required to complete the operations of a polo shirt, as the needle time is constant in all types of systems. This thesis also focuses on the positive and negative aspects of production systems. It demonstrates that the industry has made significant progress towards comprehending the necessity of proper production system which has implications on the overall productivity of an apparel mill.

3. BACKGROUND

Marketing Recommendations to Make ABC a Stronger

TRADITIONAL CATEGORIES

4. PROPOSAL

- Make it clear and concise.
- Don't waste words,
- Don't exaggerate.
- Use clear, well-supported reasoning to demonstrate your product or service.



TRADITIONAL CATEGORIES

5. MARKET ANALYSIS

What currently exists in the marketplace, including competing products or services, and how does your solution compare?



TRADITIONAL CATEGORIES

6. BENEFITS

How will the potential buyer benefit from the product or service?

- Clear, Concise, Specific, Short
- Provide a comprehensive list of immediate and long-term benefits





**PRACTICE
TIME!**

GROUP WORK:

**Write a proposal
from an idea of
"Social initiative"
project**

Q&A