

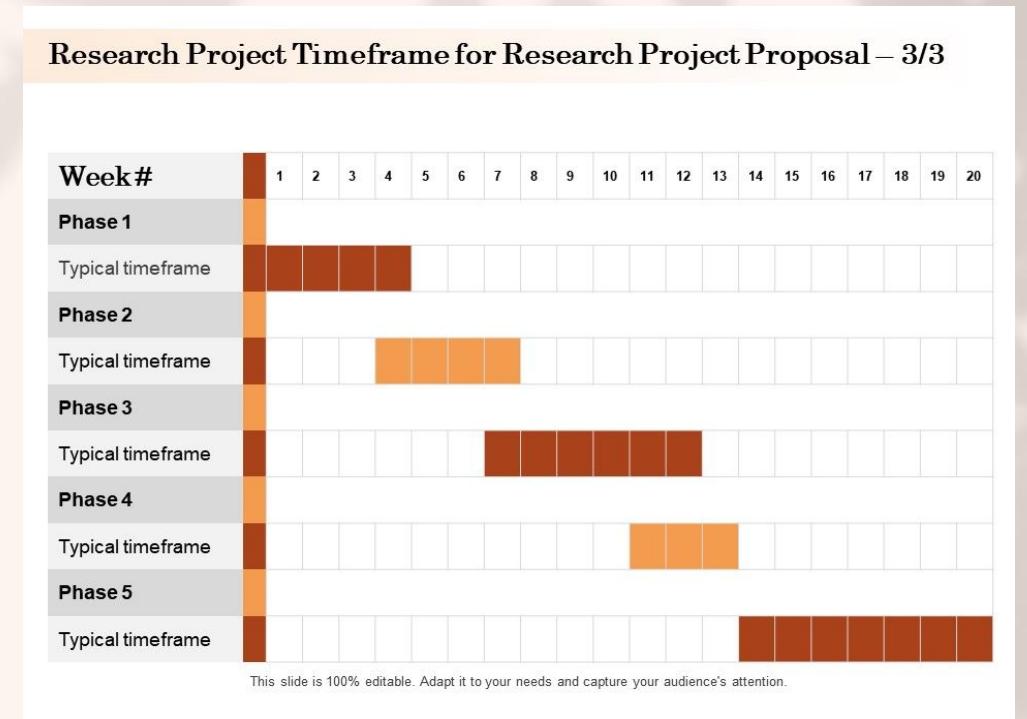
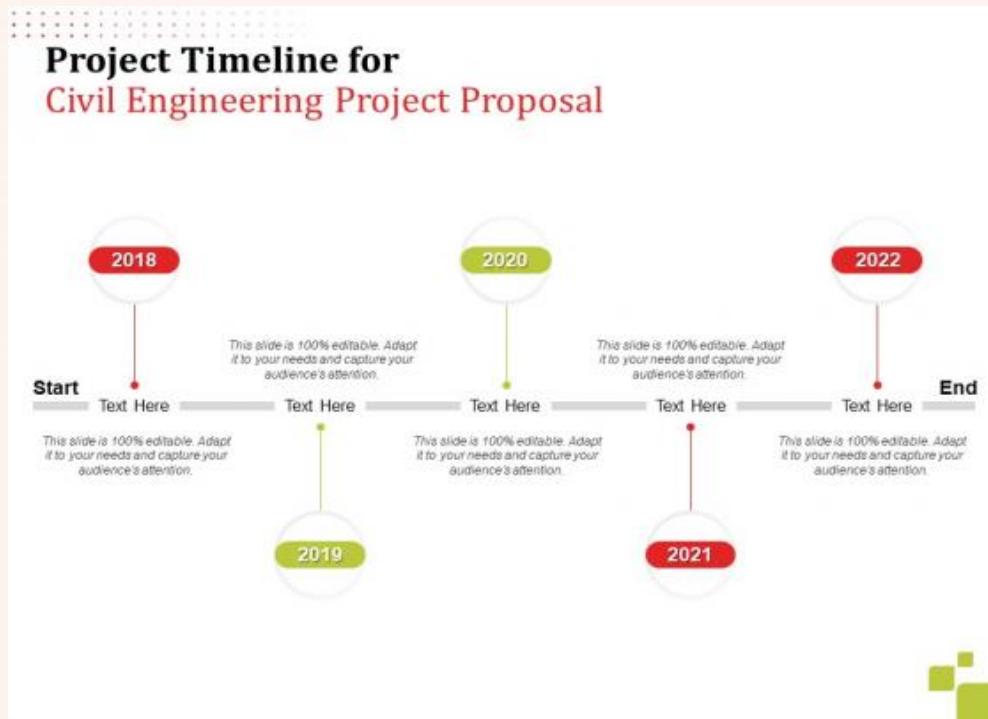


BUSINESS PROPOSAL (cont.)

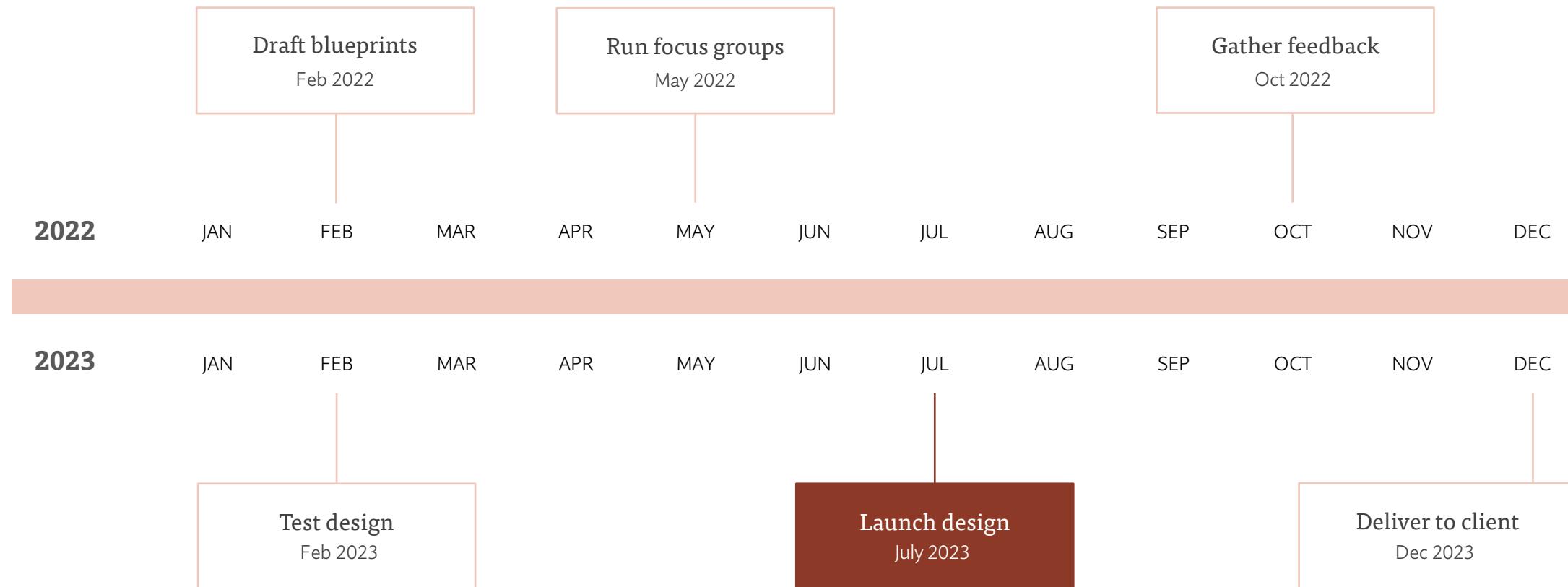
TRADITIONAL CATEGORIES

7. TIMELINE

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



Sample of a Milestone Timeline



TRADITIONAL CATEGORIES

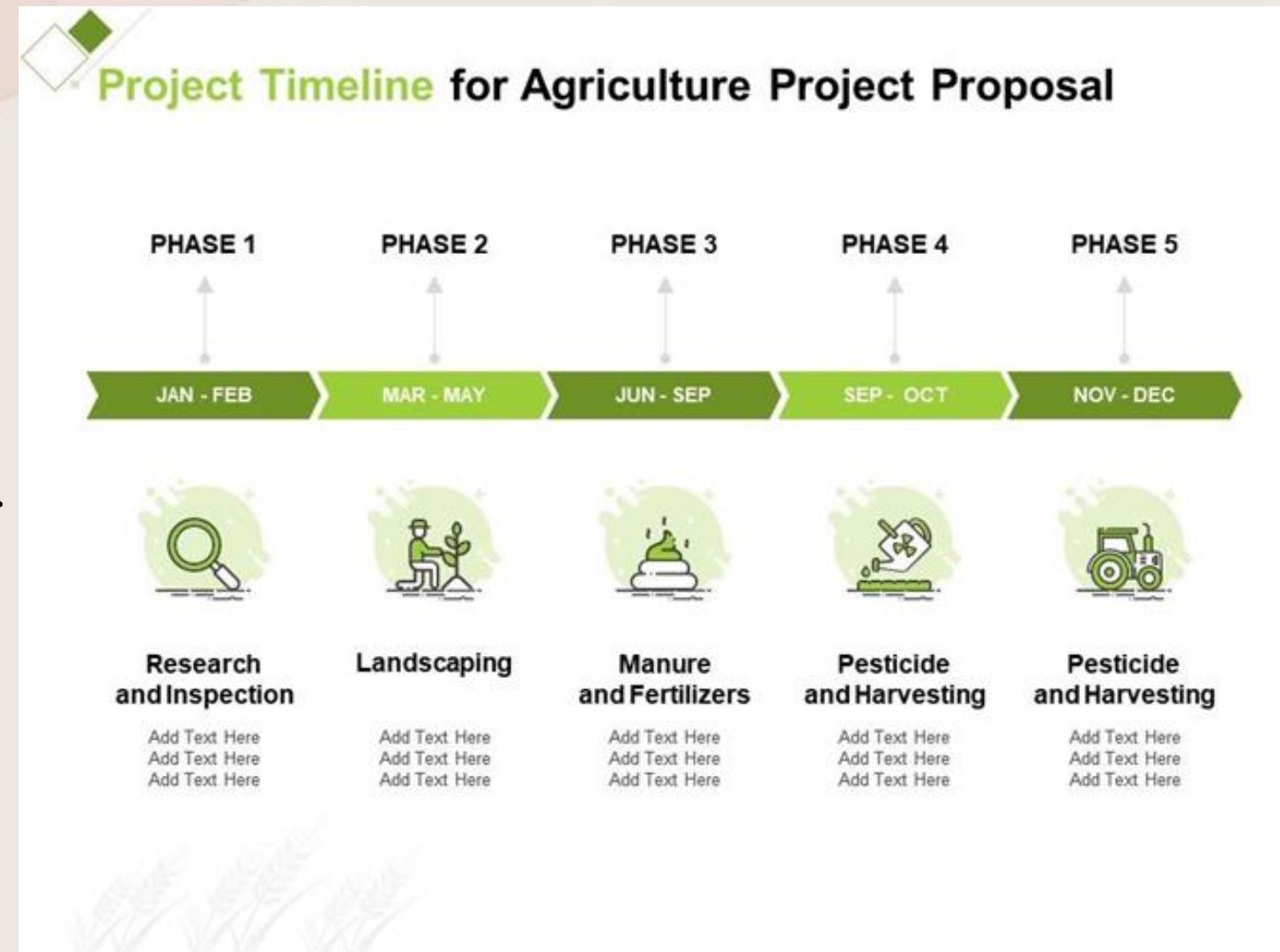
8. MARKETING PLAN

- 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



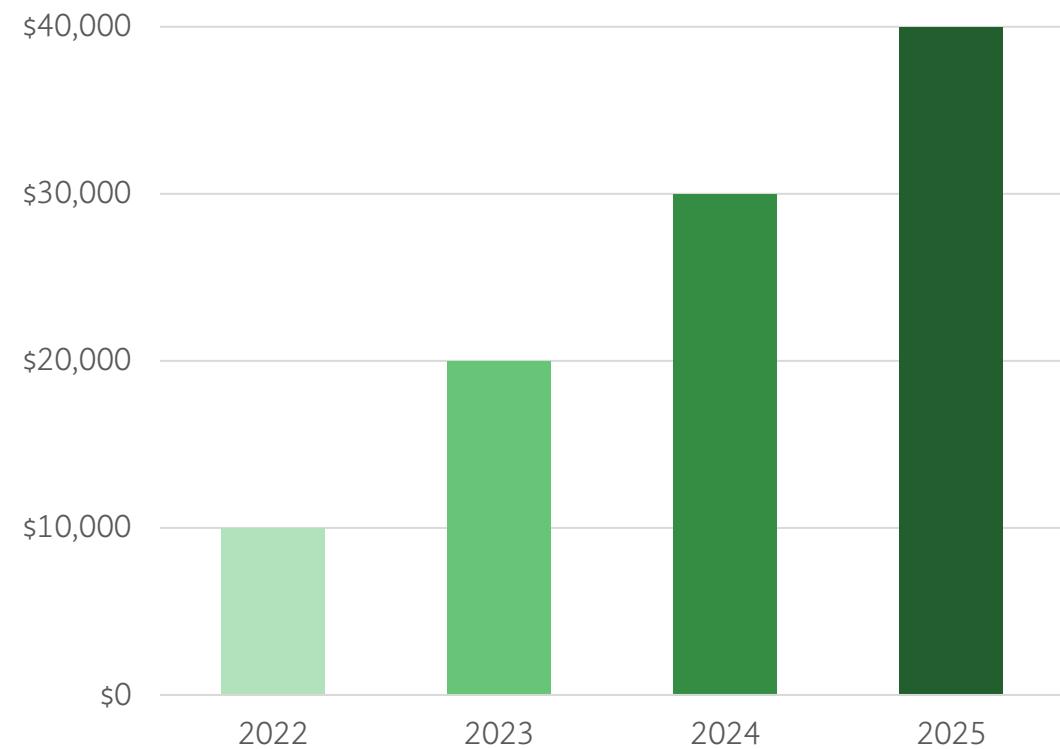
- What are the initial costs, when can revenue be anticipated, when will there be a return on investment (if applicable)?
 - Again, the proposal may involve a one-time fixed cost, but if the product or service is to be delivered more than once and extended financial plan noting costs across time is required.

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	
Gross profit	5,625,000	48,000,000	216,000,000	
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%
Total expenses	7,593,750	52,800,000	187,920,000	

TRADITIONAL CATEGORIES

10. CONCLUSION

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

Let's practice!

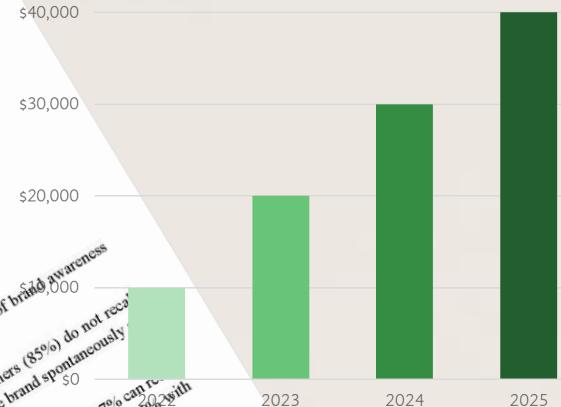
Let's discuss and compose the **finance** and **conclusion** of the project.

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Revenue by year



CHAPTER 6: CONCLUSIONS

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.

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 other spontaneous prompts and 5% with aids.

The brand awareness is so low in **Ho Chi Minh**, where only 4% of people can mention the brand spontaneously and 83% of them can only speak out the brand with aids. Consumers' perceptions about the brand are not positive, if not to say 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, which seem to be the same characteristics of most-wanted target market – the young and young adult generations, these associations are noted only at average level, not significantly. In **YYY city** and **ZZZ city**, the brand seems not to have any connection with the consumers when most of them do not have any association for the brand - for them, there is no point-of-difference from other brands in the market.

ABC brand does not catch up with nowadays consumers' expectations. Although there is 22% of the drinkers have ever tried **ABC** at least one time but the latest purchase is not sustainable at 3% and very few people (1%) choose **ABC** as their *most often-used* brand. This fact indicates a very high possibility that the consumers are not satisfied with the brand.

The research shows customers' dissatisfaction about the brand. Although there is 22% of the drinkers have ever tried **ABC** at least one time but the latest purchase is not sustainable at 3% and very few people (1%) choose **ABC** as their *most often-used* brand. This fact indicates a very high possibility that the consumers are not satisfied with the brand.

ABC most likely is perceived not providing the guarantee function when consumers claim that the beer gives them "headache" (45%), is "too bitter" (25%), is "tasteless" (17%). "It does not fit their taste" (10%) and 12% of them "do not care about the brand". Once the basic functions of the brand related to quality are not appreciated by the consumers, it is most likely to say that other brand functions, such as "difference function, affective function, experiential function, and especially social identification function, are evaluated by the consumers.

Marketing Recommendations to Make **ABC** a Stronger Brand in Southern Vietnam |



**BUSINESS
PROPOSAL**

COMMON PROPOSAL ELEMENTS

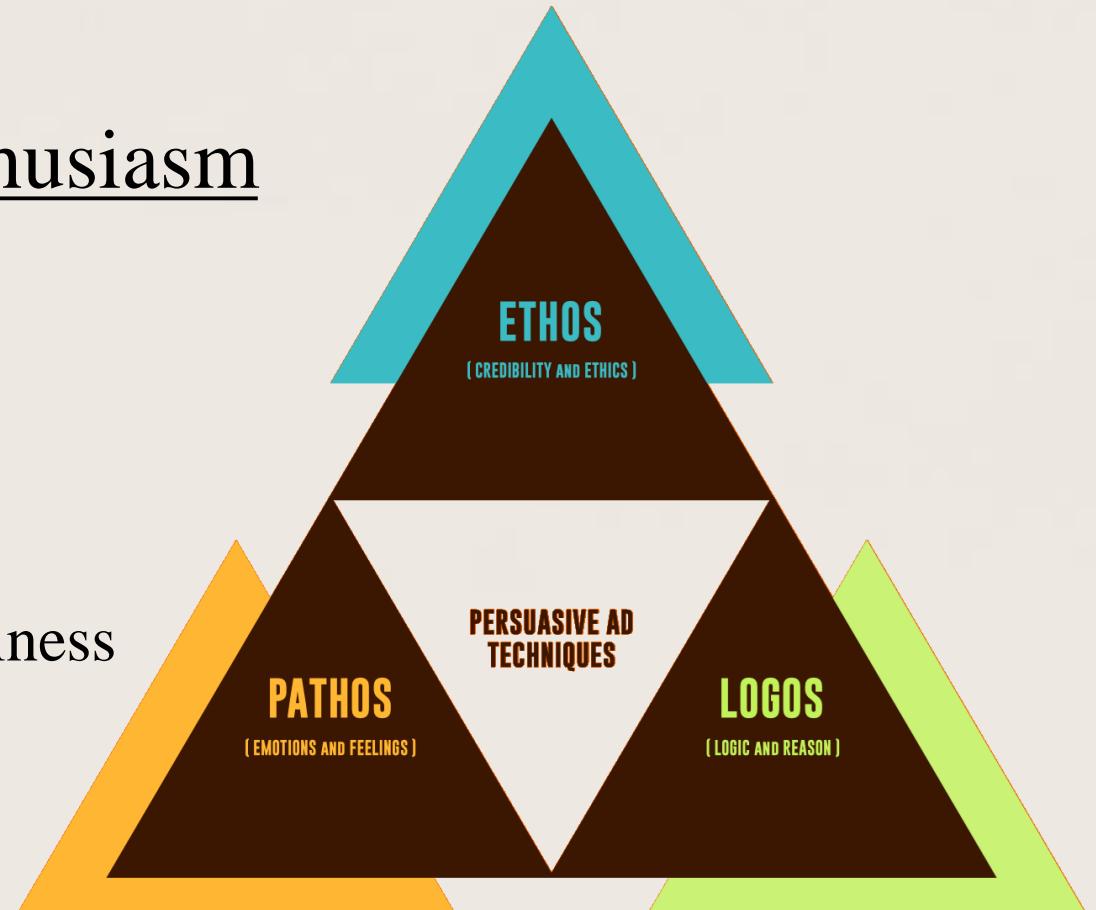
- The Ideas
- Traditional Categories
- Ethos, Pathos, and Logos
- Professional

Ethos, Pathos, and Logos



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

All three elements are integral parts of your business proposal that require your attention.





BUSINESS PROPOSAL

COMMON PROPOSAL ELEMENTS

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

Professional

- A professional document is a base requirement. If it isn't professional, you can expect it to be promptly dismissed.
- No errors in spelling or grammar
- Information should be concise, accurate, and clearly referenced when appropriate.
- If the document is in a hard copy form, it should be printed on a letterhead
- If the document is submitted in an electronic form, it should be in a file format that presents your document as you intended.



Activity

Create your Team
Project's Logo



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)

2 Types of Business Proposals

Solicited

- is when the customer asks for a proposal.
- may come in the form of a direct verbal or written request
- Common types:
 - + RFP: Request for proposal
 - + RFQ: Request for quotation
 - + IFB: Invitation for bid

Unsolicited

- is sent to a customer who has not requested it
- are the “cold calls” of business writing.
- requires a thorough understanding of the market, product and/or service, and their presentation is typically general rather than customer-specific.

Finalize your project proposal

Discuss with your group and prepare a draft of
your project proposal

Q & A

