

TECHNICAL PROPOSALS

A SHORT INTRODUCTION

DO YOU AGREE???

- ◉ We discuss problems and solutions daily
- ◉ We identify, recognize specific problems and propose solutions
- ◉ We feel we have ideas about improvising something
- ◉ We have better plans, strategies and techniques to achieve an objective, accomplish a task

TECHNICAL PROPOSAL

- ◉ A technical proposal is a formal, professional, organized, and systematic way of offering suggestions, solutions, or recommendations
- ◉ A proposal suggests new ways of responding to specific company situations, or they suggest solutions to identified problems
- ◉ A form of persuasive writing

EXAMPLES

- ◉ In your company, you notice that everyone is very distant, self-absorbed, keeps to themselves.
- ◉ As a software house, you notice that a company has poor website.
- ◉ To get a supervisor or funds, you have to write an academic proposal.

REMEMBER

- ◉ Pitch the proposal as a problem solving activity

WHY WRITE A PROPOSAL TO MAKE SUGGESTIONS???



WHAT DOES A PROPOSAL PRECISELY PRESENT??

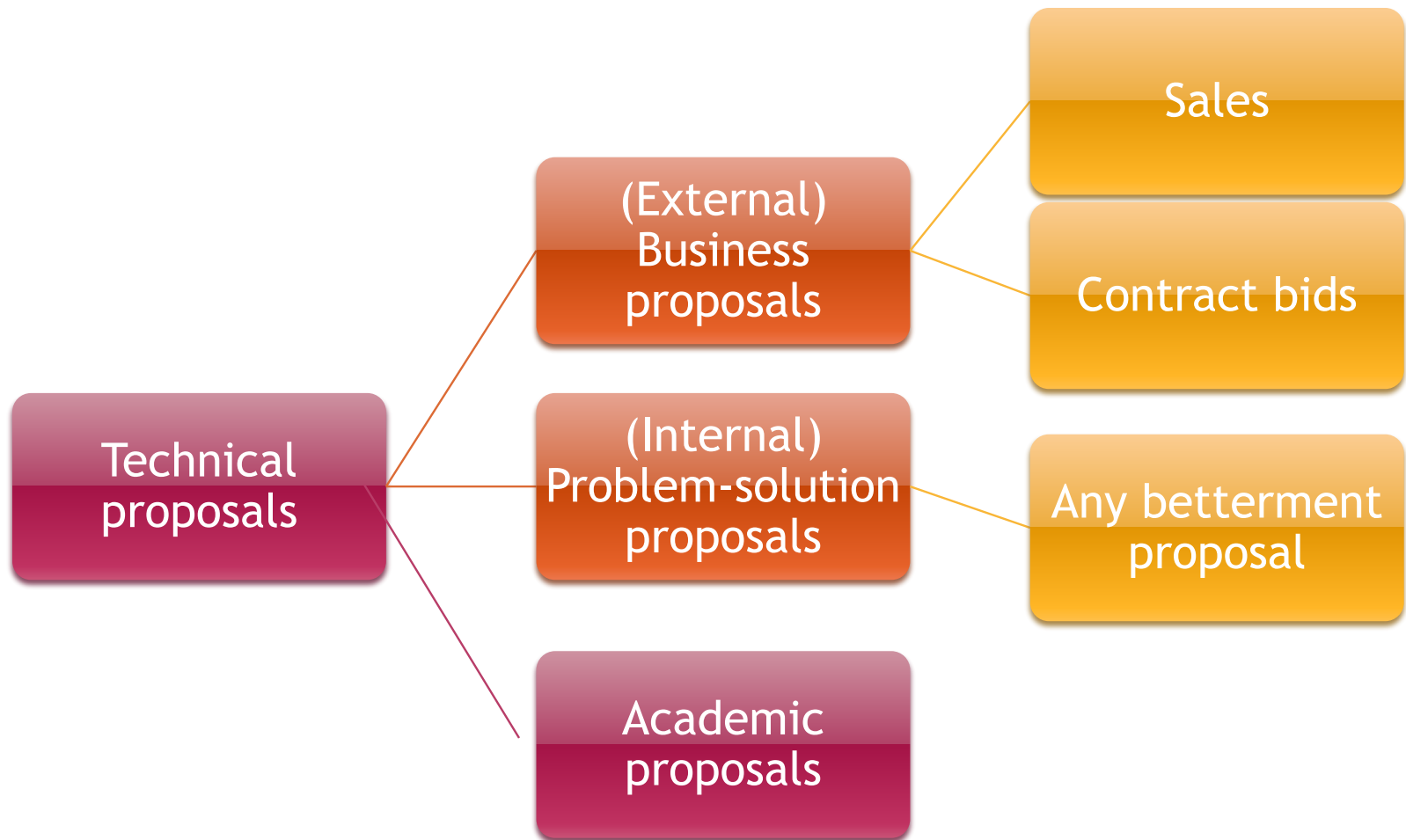
- ◉ Suggestions, recommendations
- ◉ Solution
- ◉ Strategies, methods, techniques
- ◉ Relevant plan of action
- ◉ Ideas-developed and presented as a viable solution

“ Recommendations are given along with implementation plans based on a proper feasibility assessment”.

HOW DO I COME UP WITH PROPOSAL IDEAS??

- ◉ Identify problems
- ◉ Critical thinking
- ◉ Think of relevant and innovative ideas
- ◉ Think of improvisation ideas
- ◉ Problems or weaknesses of current methods, procedures, strategies
- ◉ Think of ways better than the ones being used in order to achieve aims and goals

TYPES OF TECHNICAL PROPOSALS



POINT TO BE NOTED

A proposal can be,

Solicited

When the customer asks for a proposal.

It can be asked verbally or through a written request

Unsolicited

When you send proposal without asking because you think it is a good idea

QUALITIES OF A GOOD PROPOSAL

Motivational

Persuasive

Informative

Detailed
and precise

Inspiring

FORMAT AND ESSENTIAL ELEMENTS OF A TECHNICAL PROPOSAL

INTRODUCTION

- Identify a relevant problem.
- Discuss its drawbacks and future threats that it might pose

USE FEAR APPEAL

BUSINESS DISADVANTAGES: loss of profits, loss of quality human resource, loss of public image, reputation in the market

- Background
- **JUSTIFY** a need for solving the problem
- Mention the purpose of your proposal with a brief summary of your recommended solution
- Give outline of the future topics (in your proposal)

FORMAT AND ESSENTIAL ELEMENTS OF A TECHNICAL PROPOSAL

PROPOSED SOLUTION

- Explain and elaborate your solution
- Describe the benefits and feasibility of the proposed solution
- Give adequate details to facilitate decision making and get acceptance.
- Explain in detail the implementation plan for your proposed solution.
- Use sub-headings to give precise and clear advice on the following aspects of the implementation action plan

CONTD.

Use sub-headings to give precise and clear advice on the following aspects of the implementation action plan:

**Technical Approach and
Procedure**

**Project Management Plan-The
How and When**

**Requirements, Adjustments,
Budget**

CONTD.

To be more specific, give details on the following under separate headings:

- ❑ Schedule: Tasks/Stages with dates, duration
- ❑ Needed equipment/personnel
- ❑ Budget
- ❑ Evaluation System (optional)
- ❑ Expected Benefits
- ❑ Summary/Conclusion

RESOURCES OF AN ORGANIZATION

- ◉ To develop a feasible action plan, consider the resources of the organization:
 - Land/place
 - Capital
 - Technical resource
 - Human resource (skilled/expert+normal)

ASSIGNMENT

Write a website proposal for a Company.

Your proposal must contain detailed information on:

- ✓ benefits for the company
- ✓ site content
- ✓ outline/format
- ✓ important sections and features
- ✓ method of building the website
- ✓ hosting plan for site
- ✓ maintenance
- ✓ schedule
- ✓ estimated cost and your fee

ASSIGNMENT

ABC Corp is facing issues, like, **inadequate employee productivity and creativity, incompetent and inexperienced workers, and lack of a healthy professional relationship among the employees.** Write a formal proposal suggesting a change in company procedure. Perhaps you might want to deal with a more efficient method of hiring personnel, a change in the recreational program to improve the morale of the workers, ideas about enhancing worker productivity, and enhancing communication among colleagues.