

What is a Project Proposal Let's start with the basics. What is a project proposal? It's a document that lists down all aspects of a project; its background, vision, goals, tasks, requirements, owners, associated risks, etc. So it basically explains what your project is, what you want to achieve with it, and how you plan to execute it. It's one of the many crucial parts of the planning phase of the project. It lays out each and every step of the project, allowing everyone to understand what is required of them, their priorities, and the common goal they are supposed to work towards. The purpose of the project proposal is to communicate the value of your project to all stakeholders; clients, employers, investors, and convince them of the value of the project.

Benefits of a well-structured project proposal

stakeholder, therefore doesn't consist of the

**Unsolicited** – this type of proposal is

thought of by the person creating them and

not expected or requested by anyone, yet

Continuation – this basically requires you

to update an ongoing or already approved

proposal or remind the stakeholders of it. You

are required to check-in with the stakeholders

Renewal - this is written in support of

renewing a project that has been terminated

Supplemental - when you need more

resources than what was originally allocated

to a project, you can write a supplemental

project proposal. Its purpose is to justify the

need for extra resources and re-estimate the

they can be of a lot of value to the

stakeholder.

and discuss progress.

or outlived its usefulness.

project scope and timeline.

How to Write a Project Proposal

Once you have identified the type of project

start writing your business project proposal.

Before you actually begin to write down the

project proposal, there are a few preliminary

Identify who your stakeholders are.

proposal, the best way to do that is to think

they already know of, and what they prefer in

Gather information about the problem

the project is aiming to solve, especially in

terms of how it's affecting your stakeholders

of the issue and the potential solutions that

have already been discovered by those who

are outside of your company or by your own

solution to generate a more solid argument

team. This will help you adjust your own

or determine whether it's worth pursuing

have already been tested and failed).

your company's success or how it will

benefit your stakeholders. Layout the

success metrics for the proposal and

(especially if the solutions found by others

Determine the impact of the project on

showcase the results, and if you find any risks

involved, don't be afraid to bring them to light

as well; in any case, knowing them will allow

Specify a timeline and the resources

needed to complete the project. Check if

the teams, equipment, and material needed

to carry out the project tasks are available

timely manner. Take into account the other

projects your team will be working on, the

resources you will have to bear in order to

equipment or material that's currently

Create an outline of your project

have gathered. Write down the core

solution, the action plan, timeline and

Completing the initial steps above provides

you a good head start to writing your business

project proposal. Your next step is to organize

your research into a coherent document – an

actual proposal. Here's how to write a

The executive summary offers a quick

overview of the proposal that is to follow. It's

not only the first thing the reader will see, but

sometimes it's the only thing a stakeholder will

read before making a decision about the

proposed idea. Therefore, the executive

An analysis of the problem

document.

the reader.

2. Define the problem

project aims to solve.

summary should make sense to someone

who hasn't read it; for this purpose, it should

consist of a synopsis of all the sections in the

The conclusions you have arrived at

The recommended action plan

Aim to keep the summary intriguing and

convincing; make use of notable statistics in

Give a brief description of the problem your

Referring to the research you have done

the problem in terms of what's being done

about it both within and outside of your

organization, and why your stakeholders

While you need to be straightforward with

language and concepts your stakeholders

Now that the stakeholders know what the

project or your solution comes into play. This

section is usually the most detailed out part of

the project proposal, and to retain the attention

This section should explain your solution along

reinforce the fact that your decision is backed

The project approach; how the team will

be put together, the tools and equipment that

will be used, and how you will be handling

Organizational Chart Template (Click on the template to edit it online)

Project schedule; list the project tasks

along with time estimations for each of them.

The task breakdown will enable you to

allocate your team properly, and you can use a Gantt chart in this section to clearly

outline the resources, tasks, and timeline.

Project Schedule Template (Click on the template to edit it online)

outcomes of a completed project (i.e.

product, service or a detailed report).

delivery dates. Use a work breakdown

As required you can also include additional

information such as the anticipated risks and

steps you would take to overcome them, a

communications plan, and milestones to

In order to make this section more reader-

friendly, you can present all this information

Action Plan Template (Click on the template to edit it online)

This section focuses on the estimated cost of

the proposed project. It should include an

The purpose of this section is to help the

make sure that the calculations are as

Provide a brief review of all the key points

discussed throughout the proposal. As this is

have to convince your stakeholders; therefore

ensuring that your proposed method is in the

the last section, it's also the last chance you

reinforce your solution and why your

best interest of the organization.

06. Add an appendix

07. Revise and refine

review it anew yourself.

idea.

stakeholders should care about it while

This section is reserved for the reference

documents, charts, graphs, etc. that were

referred to when writing the project proposal.

In order to substantiate your professionalism

and win over your stakeholders, you must

Proofread your proposal to check for any

spelling mistakes and grammatical errors.

Often a fresh pair of eyes helps detect

**Project Proposal Templates** 

mistakes easily; either get a colleague to

review the document or wait 1-2 days and

A detailed, well-structured project proposal

will help you stay focused and stay on track

memory or conversations you had with your

team during that meeting a few weeks back.

To make it easy for everyone, you can have a

standard project proposal template that they

can refer to when documenting their project

templates that you can share with the team.

You can edit this template online and share the

link with your team or the stakeholders online

so they can collaborate on it too. Connect with

One Page Business Project Proposal (Click on the template to edit it online)

Business Project Proposal Template (Click on the template to edit it online)

Creating a project proposal can sometimes be

a mini project in itself. Using a proper process

checklist or a standard template can help you

accelerate things. Before writing your project

stakeholders in mind and make a compelling

Want to share your thoughts on how to write a

Leave a Comment

proposal for a project? Let us know in the

proposal, follow the preliminary steps

case for your proposal.

comments section below.

Creately Blog

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mentioned above first. Keep your target

What's Your Process for Writing a

**Business Project Proposal?** 

them via Creately in-app video conferencing

and walk them through each section of the

proposal. Alternatively, using in-line

feedback on the proposal.

Project Proposal Template

commenting, they can also leave their

Following are a few project proposal

One Page Business Project Proposal

by offering you the necessary instructions

throughout the project, which is certainly

better than picking things out from your

present an error-free project proposal.

accurate as possible.

05. Conclude your proposal

investors get an idea as to whether the project

costs can fit into their own budgets, therefore

04. Outline the project costs

itemized budget for the project.

clearer picture.

help track progress.

using an action plan.

Project deliverables; deliverables are the

Mention your project deliverables along with

structure here to help the stakeholders get a

the changes during execution.

with how you plan to execute it. It should

by proper and thorough research. Clarify,

of your reader, you can play around with the

problem is, it's time to explain how your

your explanation, remember to use the

should be concerned about it.

resonate with the most.

use of visuals.

03. Introduce your solution

earlier, you can explain the current situation of

the first two sentences to pique the interest of

proposal for a project from scratch;

1. Write the executive summary

resources, and a conclusion.

proposal based on the information you

elements; more or less the basic elements

should include an introduction, problem,

unavailable, and any extra costs on

carry out the proposed project.

and the objectives can be achieved in a

you to alter your action plan to withstand

them.

Conduct research into the current state

terms of your idea. Based on who they are,

you can alter the information you include,

and the language you use.

and their interests.

like them. Understand who they are, what

interest of your stakeholders with your

While you should aim to win the attention and

steps that you need to take. These are:

proposal that suits your requirement, you can

specific details a formal one usually has.