Proposal Critique

Name: Kennedy Kabaso.

Strayer University.

Week 9 assignment 8

ENG 316

Technical Communications

Professor: Dennis McGeehan.

September 11, 2017

# **A Proposal**

**To: (** It is missing where it is address to. **)**

**From: (**The name of a person where it is from is missing**.)**

**Date:(** The date for the proposal is missing. **)**

**Subject:** Proposal for Plant Service

**An executive summary**

( It above statement is missing here.)

# Problem and Solution

Mason Office Center is a lovely Georgian building containing four offices. However, the interior is not attractive or inviting for clients/customers and employees. The off-white walls throughout the complex seem dull and boring, adjectives the tenants do not want associated with their businesses. In addition, the air in the building is musty and unpleasant at times.

Green Thumb Planting can provide and maintain a beautiful plantscape in the building that will attract visitors and employees as well as purify the air and introduce more oxygen. Research shows that people respond positively to interiors with at least two plants per room. These changes can be made in an unobtrusive, cost-effective manner.

# Objectives of Proposed Plan.

Installing plantings in Mason Office Center will give visitors and employees a more appealing and cleaner environment, producing positive feelings and greater productivity.

# Background

I have been in the interior plant maintenance business for 32 years and have owned and operated Green Thumb Planting for the last seven years. All associates with Green Thumb Planting take pride in their work, and Green Thumb is happy to provide references.

# Methods

Within two weeks of your signing a contract, our design team will interview you and produce a plan showing installation, including the number and types of plants, color and design of containers, and placement. The team will adjust the plan according to your preference.

Furthermore, Green Thumb is concerned about the environment and thus uses only organic methods. No harmful chemicals are used in its plantscapes.

Based on Green Thumb’s design formula, the building could use 31 large and 14 medium-sized low-light plants. Green Thumb’s service agreement provides plants and pots, weekly maintenance, and monthly replacement of weak plants.

# Scheduling

When a plan is agreed upon, Green Thumb will schedule installation within one week. Installation can be accomplished during the evening hours to avoid interrupting your tenants’ business activities. All soil and materials will be brought into the building in specially designed trolleys to prevent spillage and damage to floors. I anticipate being able to complete the job in two nights. Once the plantscape is installed, Green Thumb Planting staff will visit Mason Office Center once a week to maintain the plants.

# Capabilities and Qualifications of Personnel

I have a BS degree in landscape design and 32 years of experience in the business. In addition, all personnel have undergone thorough background and criminal checks and are bonded. Your satisfaction with Green Thumb’s plantings and employees are guaranteed.

# Budget

The installation cost is $923.40, and the monthly maintenance fee is $75.00 per month. You will incur no other charges to have an inviting, attractive, clean green environment in Mason Office Building.

Installation costs include the following:

31 large 6 braided ficus trees at $25 each $150.00

6 chamaedorea palms at $20 120.00

10 herb topiaries at $20 200.00

9 Chinese evergreens at $25 225.00

14 medium

5 moth orchids at $15 $ 75.00

9 angel ivy at $15 135.00

SUBTOTAL $905.00

Tax 8% 72.40

TOTAL $977.40

# Conclusion

For an effortless, inexpensive, attractive, clean environment at Mason Office Center, accept Green Thumb’s proposal. Please send a memorandum of acceptance to Green Thumb Planting, 101 Sienna Way, Ayden, NC 28513-7101.

( The following statement is missing here )Thank you for your consideration,

(The Name is missing Here)<Name>  
( The title is missing)<Title>

# **A Proposal**

**To: Tomson Simon**

**Director**

**Mason Office Center**

**From: Kennedy Kabaso**

**Marketing Manager**

**Green Thumb Planting**

**Date: 09/11/17**

**Subject:** Proposal for Plant Service

**An Executive summary**

Green Thumb Planting is pleased to submit this proposal for services to support Mason Office Center in achieving its goals for improving customer satisfaction by providing and maintaining a beautiful plantscape in the building that will attract visitors and employees as well as purify the air and introduce more oxygen. We have partnered with dozens of small businesses throughout the country in improving the interior design of most businesses. In addition, our business is committed to improving the customer experience through convenience, accuracy of services, and completion in timely manner.

# Problem

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**Solution**

Green Thumb Planting can provide and maintain a beautiful plantscape in the building that will attract visitors and employees as well as purify the air and introduce more oxygen. Research shows that people respond positively to interiors with at least two plants per room. These changes can be made in an unobtrusive, cost-effective manner.

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Thank you for your consideration,

Kennedy Kabaso  
Marketing Manager.

**Critique paragraphs**

After going through the whole proposal, I have come to noticed that some important elements are missing and needs to be replaced to make it better and acceptable at the professional level. Therefore, I will list them and explain why they needed to be included in the proposal.

First, the most important page which is a title page that includes a descriptive title to introduce the topic, the name of the company which is involved in the proposal, the names of the person who wrote the proposal or writers, and the date the proposal is being submitted. Then there is the table of content page missing which contained the subheading of the proposal.

In the proposal letter itself, the name of the companies, the date, the name of the person and the address of who is sending the proposal, the person to whom it is addressed to and their titles are missing on the top section. In addition, the executive summary or abstract is missing which make the proposal meaningless and the problem and solution would have been better if separated with headings. Then at the end, there is a thanking statement for the consideration, the name of the person who wrote it, and his or her title missing. Moreover, a letter or memo of transmittal missing.

**Citation**

1. Smith-Worthington, D., Jefferson, S. (2011). Technical writing for success (3rd ed.). Mason, OH: Cengage.
2. <https://www.entrepreneur.com/article/21834>
3. http://smallbusiness.chron.com/write-effective-business-proposal-letter-56783.html