A business proposal is a written offer from a seller to a prospective buyer in a formal and structured way. The basic structure of a business proposal includes the title page, executive summary, introduction, problem/need, objective/solution, work plan, staffing, budget, evaluation, and conclusion

# Summary

**Unique Value Proposition + (maybe)Revenue Stream**

The title of the business proposal should identify what the proposal is about in clear terms. The executive summary provides basic information regarding the project, such as project objectives, solutions, costs, and methodology. This section has two aims:

• Attracting the reader's interest to the details that follow.

• Providing an orientation for the reader to delve into the finer points.

The executive summary, though placed first in the proposal, is drafted last, for it provides a gist or an overview of the report that follows. Ideally it should be limited to two or three pages, and not more than ten percent of the total report length.

# Introduction

The introduction component of the business proposal structure ideally covers:

o The business entity in terms of company, partnership, proprietorship.

o The major activities of the business entity.

o A brief history of past relevant accomplishments.

o The values and the ethical standards adopted in dealings with stakeholders.

o The purpose of the proposal.

o Credits, including the author and external sources who helped prepare the proposal.

o Concise personal profiles (not resumes) of key people who would drive the project.

o The contact details of the key person to contact for follow-up on the proposal.

o The intended recipients of the proposal and any access restrictions.

o The date of the proposal and its validity.

The best reports confine the introduction to one page, but still cover all details.

# Need Statement

**Problem**

The problem or need statement is a critical component of the business proposal methodology, defining what the proposal tries to achieve. It sets the direction, tone, and structure of the proposal.

The major components of the Problem/Need section are:

1. Statement of problem or need reinforced with facts, statistics, interviews, and comparisons.

2. The relevance of the need, or why the problem needs a resolution.

3. Present status, including a history of past performance in graphs and tabular formats, to prove an insight of the extent of the gap between existing state and ideal state, and what is takes to effect the required transformation.

The optimal length of the problem/need section is two to three pages.

# Solution

**Solution**

Razgraničiti ulogu partnera i našu ulogu. External QA to ensure quality. U kojoj meri zavisimo od njih i gde se uključujemo?

Definiše našu ulogu u procesu razvoja softvera i QA-a. Definišemo način na koji mi rešavamo problem (ovde nema konkretnih prerequisite-a). Odnos sa ostalim podizvođačima. Oni su odgovorni za obuku tima kako bismo uopšte mogli da primenimo procese navedene u offeringu.

**Unfair advantage**

The objective or solution section details the goals that the proposal hopes to accomplish and, ideally, contains:

o The goals broken down into small measurable time-bound targets.

o Function wise strategies and plans to achieve the objectives and solutions, such as marketing plans, staffing strategy, and related methods.

o Projections based on assumption of sales volumes in terms of size, turnover, structure, depth, and breadth of operations at the end of a stipulated period.

o Profile of target markets or customers including trends and competition.

o A worst case scenario if forecasts fail to materialize.

o Product descriptions for proposed products and process descriptions for new or modified processes, including product or process highlights, target beneficiaries, and how the product or process satisfies the need.