

COM310-902

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# Chapter 11



Writing Proposals



## Overview

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The logistics of proposals

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The “deliverables” of proposals

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Persuasion and proposals

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The structure of the proposal

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Sample Internal Proposal



# What is a proposal?

An offer to conduct research or deliver a product or service

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## Key Steps in Writing Proposal:

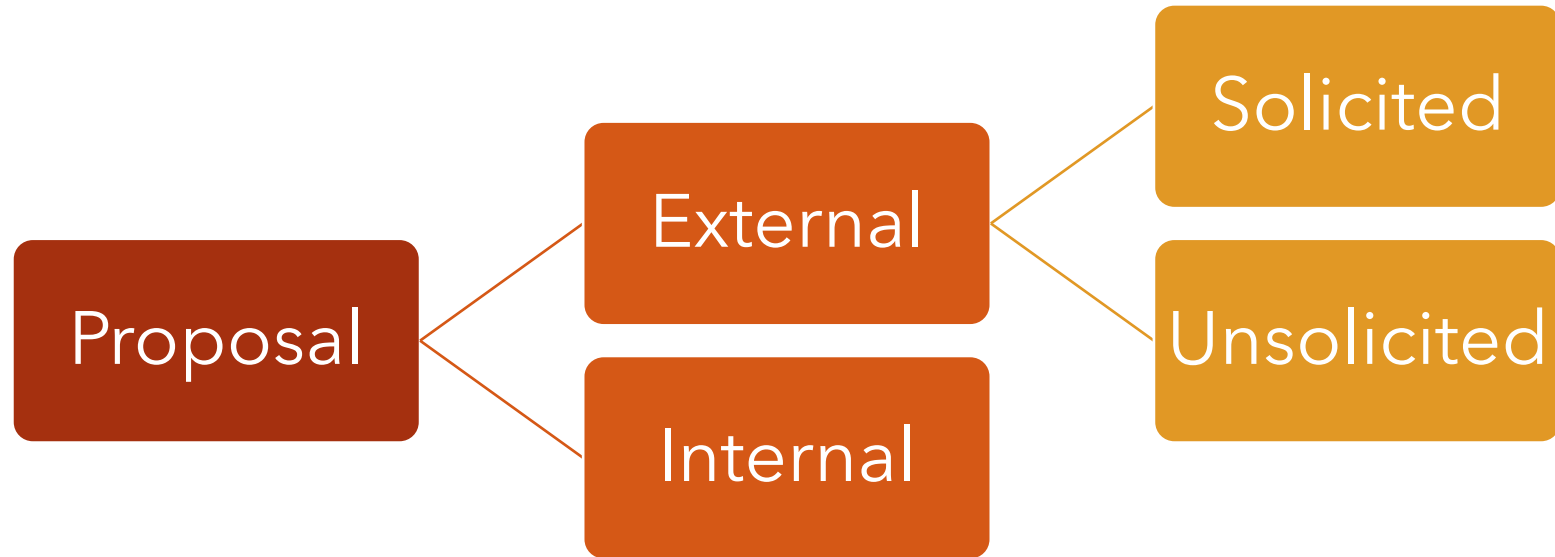
Understand your readers' knowledge of and attitude towards your proposal.

Collaborate for large proposals as they require diverse skill sets.

Comply with the instructions in RFPs or IFBs, or follow the structure in this chapter.

Account for revision, editing, and proofreading time due to strict deadlines in external proposals.

The logistics of proposals involve these categories:



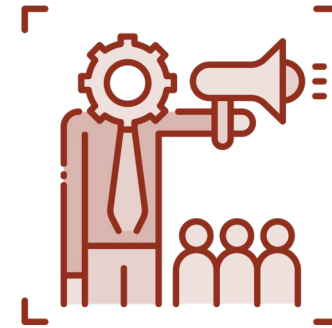
# Internal and External Proposals:

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## Internal proposal

Presented **within the writer's organization** advocating for beneficial activities.



## External proposal

Presented to **external organizations**.  
Suppliers compete by offering services.

# Solicited and Unsolicited Proposals:



## **Solicited Proposal**

Response to an information for bid (IFB), a request for quotation (RFQ), or a request for proposal (RFP)



## **Unsolicited Proposal**

Initiated by suppliers after discussing a potential project with an organization.

# Information for Bid (IFB), Request for Quotation (RFQ), and Request for Proposal (RFP)

## ***IFB***

Used for standard products. Lowest bidder for a specified configuration generally wins. (e.g. State agency seeking desktop computers)

## ***RFQ***

Similar to IFB, but used when a specific brand and model is required.

## ***RFP***

Used for customized products/services. Winner can best meet detailed specifications at a reasonable cost. (e.g. Air Force needing a specific system)



# Types of Proposal Deliverables:

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Research

Goods and  
services



# Creating a Successful Proposal – Persuade Readers that:

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01

you understand  
their needs.

02

you have a feasible  
plan and capability  
to execute it.

03

You are  
professional and  
dedicated to your  
commitments.

# Writing Proposals for Other Cultures

1. Acknowledge cultural differences in persuasion
2. Allow time for translation
3. Use simple graphics with captions
4. Write short sentences with common vocabulary
5. Follow local punctuation, spelling, and mechanical conventions
6. Request a read-through by the prospective customer if possible

# Demonstrating Professionalism in Proposals:

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01

Highlight your  
credentials  
and  
experience

02

Share your  
work schedule

03

Explain your  
quality-control  
measures

04

Detail your  
budget

# Avoid Dishonest Practices in Proposals:

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1

Misrepresenting  
team participation

2

Misleading  
project  
completion dates

3

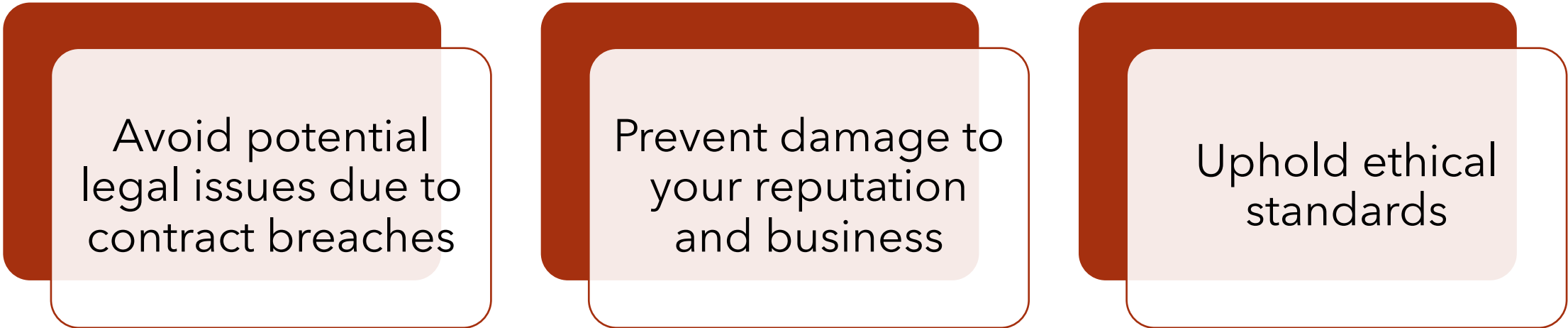
Exaggerating  
deliverable  
features

4

Underestimating  
project costs

# Three Reasons for Honesty in Proposals:

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Avoid potential legal issues due to contract breaches

The slide features three identical graphic elements arranged horizontally. Each element consists of a dark red rounded rectangle with a light beige rounded rectangle centered inside it. The text is placed within the beige area. A thin dark red line outlines the beige rectangle.

Prevent damage to your reputation and business

Uphold ethical standards

# Structure of a Typical Proposal:

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1. Summary
2. Introduction
3. Proposed Program
4. Qualifications and Experience
5. Budget
6. Appendices



# Introduction

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What is the  
problem or  
opportunity?

What is the  
proposal's  
purpose?

What is the  
background of the  
problem or  
opportunity?

What are your  
information  
sources?

What is the  
proposal's scope?

How is the  
proposal  
organized?

What key terms will  
be used in the  
proposal?



# Proposed Program



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- How you will gather and analyze data
- Why professional literature supports your proposed actions
- What preliminary research you have conducted
- Why the project is likely to succeed



# Qualifications and Experience

1. What technical credentials do you and your co-workers possess?
2. What similar projects has your organization completed successfully?
3. What equipment and facilities does your organization have?
4. How will the management structure ensure that the project will go smoothly?

# Task schedules are presented in one of three formats:

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Table

Bar chart  
(*Gantt chart*)








Network  
diagram

## Example: Task Schedule as a Table

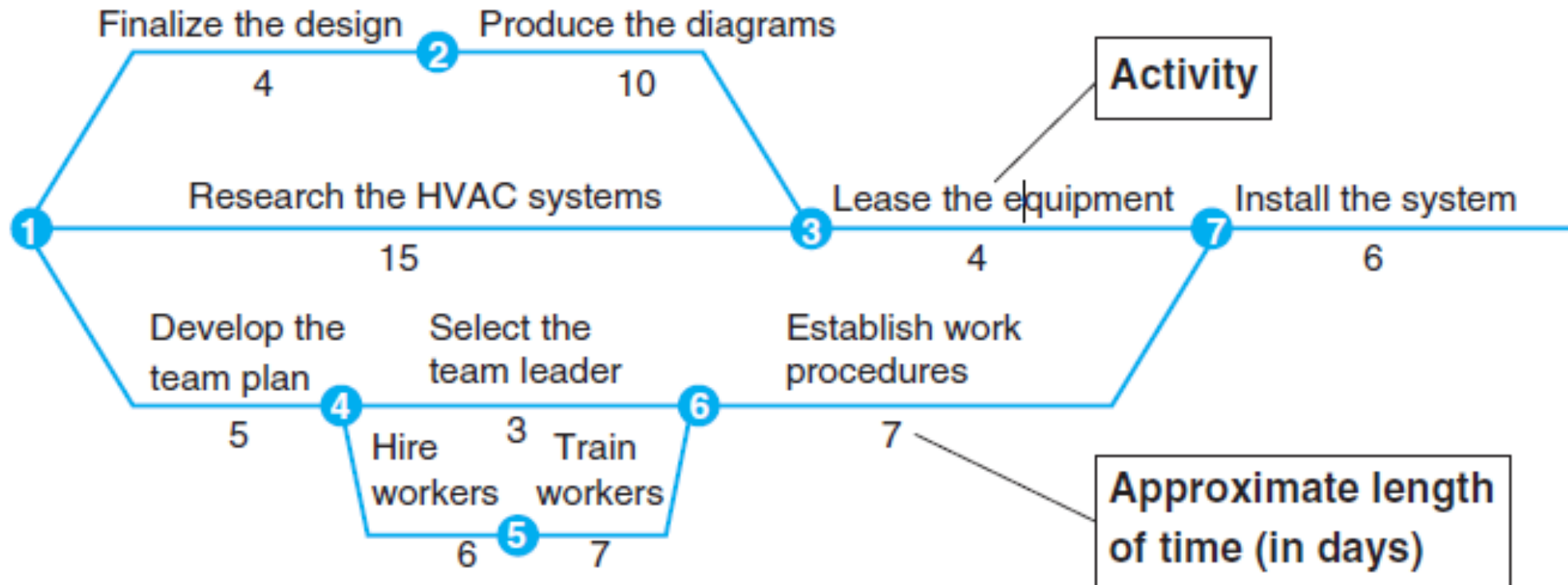
| Task Schedule              |            |             |
|----------------------------|------------|-------------|
| Activity                   | Start date | Finish date |
| Design the security system | 4 Oct. 15  | 19 Oct. 15  |
| Research available systems | 4 Oct. 15  | 3 Jan. 16   |
| etc.                       |            |             |

## Example: Task Schedule as a Bar Chart

**Schedule for Parking Analysis Project**

| Number | Task                      | 1/14  | 1/21  | 1/28  | 2/4   | 2/11  |
|--------|---------------------------|---|---|---|---|---|
| 1      | Perform research          |  |   |   |   |   |
| 2      | Identify options          |   |  |   |   |   |
| 3      | Analyze options           |   |  |   |   |   |
| 4      | Test options              |   |  |   |   |   |
| 5      | Collect and analyze data  |   |   |  |   |   |
| 6      | Formulate recommendations |   |   |   |  |   |
| 7      | Prepare report            |   |   |   |   |  |

## Example: Task Schedule as a Network Diagram:



A network diagram provides more useful information than either a table or a bar chart.

# Techniques for Project Evaluation:





# Project II Guidance

1. Details are available on Blackboard.
2. Refer to pages 307-314 for a sample of an Internal Proposal.