



BAHRIA UNIVERSITY (KARACHI CAMPUS)

Assignment # 1 – spring 2023

Technical Writing & Presentation Skills (HSS-320)

Class: **BSE-6B**

Course Instructor: **Dr. Salahuddin Shaikh**

Date: **6th April, 2023**

Student Name: M Muaz Shahzad

Time Allowed: **20 minutes**

Max Marks: **2.5**

Reg. No: 02-131202-081

Question 1: [CLO-2]

Describe your proposed project as Business proposal that clearly defining the scope of what you propose to do. Often, it is best to give a general overview of your idea, and then break it down into more detailed sub-sections.

Your Business proposal must be convincing, logical, and credible, and to do this, it must consider audience, purpose and tone.

Business Proposals

A business proposal is a document you send to potential customers to persuade them to do business with you. Business proposals are a common and effective way to win business. Research your potential customer before writing a business proposal; customize your proposal to address their needs. Your tone should appeal to your potential customer while aligning with your brand's personality. In general, you should strive to be clear and courteous. Your proposal should be long enough to convey why your potential customer should do business with you, but it should not be unnecessarily long or contain irrelevant details.

Parts of a Business Proposal:

Though every business proposal should be customized to appeal to a unique potential customer, most business proposals will include the following sections. •

Title Page

- Table of Contents
- Executive Summary
- Problem Statement
- Proposed Solution
- Qualifications
- Timeline
- Pricing
- Terms and Conditions
- Agreement

Submission Date: Two weeks

