



BUSINESS PROPOSAL



BUSINESS PROPOSAL

Marketing Biz



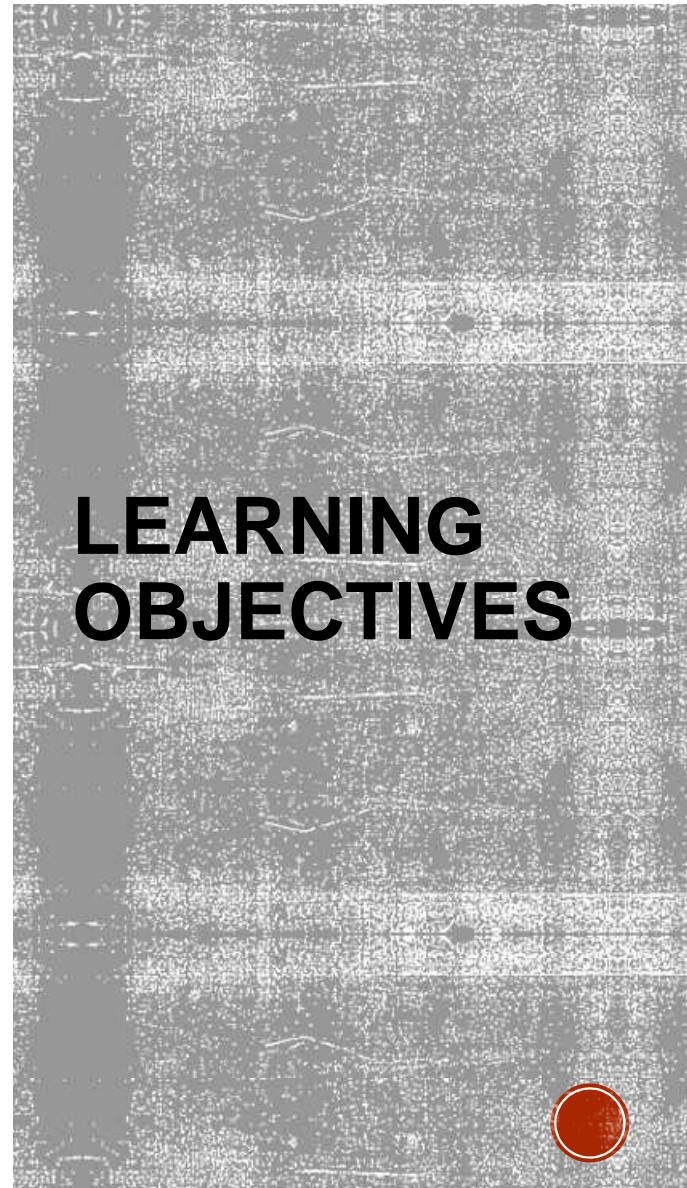
S I M P L E

Prepared By,

Tobias Ethan,
Marketing Manager
Marketing Biz

1367 Chandler Drive,
Hermatage
Missouri

- Describe the basic elements of a business proposal.
 - Discuss the main goals of a business proposal.
- Identify effective strategies to use in a business proposal.



INTRODUCTION

- In order to be successful in business and industry, you should be familiar with the business proposal.
- Business proposals are documents designed to make a persuasive appeal to the audience to achieve a defined outcome, often proposing a solution to a problem.



COMMON PROPOSAL ELEMENTS

1. The Ideas
2. Traditional Categories
3. Ethos, Pathos, and Logos
4. Professional



COMMON PROPOSAL ELEMENTS

THE IDEA

Effective business proposals are built around a great idea or solution.

- What makes your idea different or unique?
- How can you better meet the needs of the company than other vendors?
- What makes you so special?



COMMON PROPOSAL ELEMENTS

TRADITIONAL CATEGORIES OF PROPOSAL

- 1. Cover Page
- 2. Executive Summary
- 3. Background
- 4. Proposal
- 5. Market Analysis
- 6. Benefits
- 7. Timeline
- 8. Marketing Plan
- 9. Finance
- 10. Conclusion



COMMON PROPOSAL ELEMENTS

TRADITIONAL CATEGORIES OF PROPOSAL

Cover Page	Title page with name, title, date, and specific reference to request for proposal if applicable.
Executive Summary	Like an abstract in a report, this is a one- or two-paragraph summary of the product or service and how it meets the requirements and exceeds expectations.
Background	Discuss the history of your product, service, and/or company and consider focusing on the relationship between you and the potential buyer and/or similar companies.
Proposal	The idea. Who, what, where, when, why, and how. Make it clear and concise. Don't waste words, and don't exaggerate. Use clear, well-supported reasoning to demonstrate your product or service.
Market Analysis	What currently exists in the marketplace, including competing products or services, and how does your solution compare?



COMMON PROPOSAL ELEMENTS

TRADITIONAL CATEGORIES OF PROPOSAL

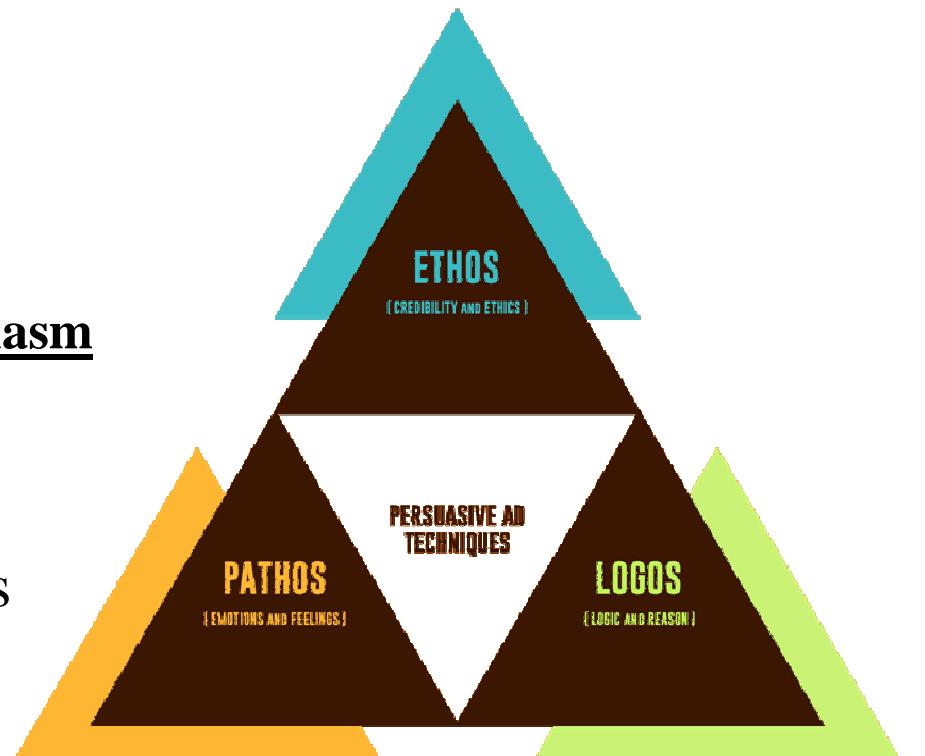
Benefits	How will the potential buyer benefit from the product or service? Be clear, concise, specific, and provide a comprehensive list of immediate, short, and long-term benefits to the company.
Timeline	A clear presentation, often with visual aids, of the process, from start to finish, with specific, dated benchmarks noted.
Marketing Plan	Delivery is often the greatest challenge for Web-based services—how will people learn about you? If you are bidding on a gross lot of food service supplies, this may not apply to you, but if an audience is required for success, you will need a marketing plan.
Finance	What are the initial costs, when can revenue be anticipated, when will there be a return on investment (if applicable)? Again, the proposal may involve a one-time fixed cost, but if the product or service is to be delivered more than once and extended financial plan noting costs across time is required.
Conclusion	Like a speech or essay, restate your main points clearly. Tie them together with a common theme and make your proposal memorable.



COMMON PROPOSAL ELEMENTS

- ❖ Ethos, Pathos, and Logos
 - **Ethos** refers to credibility
 - **Pathos** prefer to passion and enthusiasm
 - **Logos** prefer to logic or reason

All three elements are integral parts of your business proposal that require your attention.



COMMON PROPOSAL ELEMENTS

❖ Professional

- A professional document is a base requirement. If it is less than professional, you can count on its prompt dismissal.
- There should be no errors in spelling or grammar, and all information should be concise, accurate, and clearly referenced when appropriate.



PRACTICE:

CHOOSE IDEA FOR "SOCIAL INITIATIVE" PROJECT

Decide on an idea your team will work on, make sure it's a creative, groundbreaking idea.

THE-BEST-IDEA 



TRADITIONAL CATEGORIES OF PROPOSAL

1. COVER PAGE

Title page with name, title, date, and specific reference to request for proposal if applicable.

[Type the company name here]

[Type the document title]

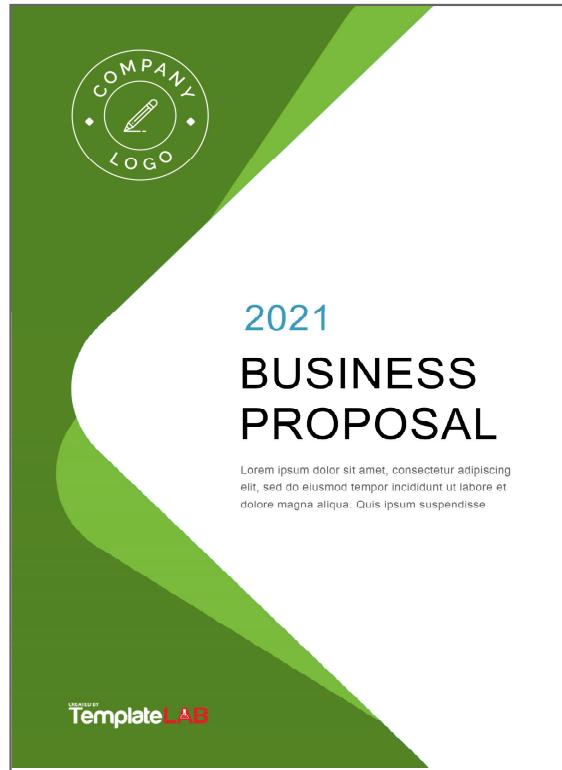
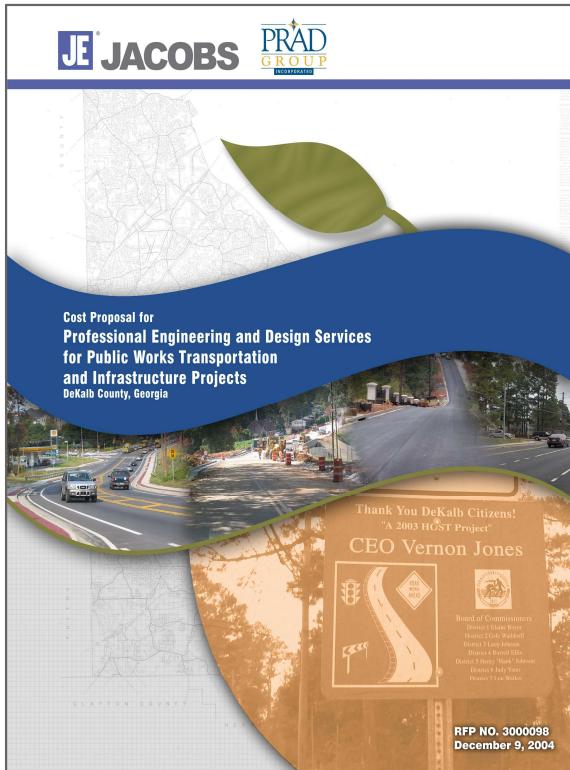
[Type the document subtitle]

John Miller
System Analyst

(Write a description or summary of the documents enclosed. This is not the preface or foreword section; this description is an overview of the content enclosed.)



EXAMPLES OF COVER PAGE



TRADITIONAL CATEGORIES OF PROPOSAL

2. EXECUTIVE SUMMARY

Like an abstract in a report, this is a one- or two-paragraph summary of the product or service and how it meets the requirements and exceeds expectations.

Abstract

Through critical and deep study, this report examines the types of production systems that are used in apparel industry of Pakistan. It shows the analysis and comparison of production systems with respect to cost, quality and productivity. Since the function of sewing department mainly depends on the type of production system, its selection needs to be done carefully.

This study is based on the analysis of the handling time required to complete the operations of a polo shirt, as the needle time is constant in all types of systems. This thesis also focuses on the positive and negative aspects of production systems. It demonstrates that the industry has made significant progress towards comprehending the necessity of proper production system which has implications on the overall productivity of an apparel mill.



TRADITIONAL CATEGORIES OF PROPOSAL

3. BACKGROUND

Discuss the history of your product, service, and/or company and consider focusing on the relationship between you and the potential buyer and/or similar companies.

CHAPTER 1: INTRODUCTION – RATIONALE FOR THE STUDY

1.1.

Background
Despite the long economic recession since 2008, where there have been 100,000 businesses closed down and die out in 2012, the growth of 7% with total beer consumption of over 34 million hectoliter liters, even slightly less than that of 2011, still shows that Vietnamese beer market was still on a growth trend at 9% in 2012. The growth of 9% with total beer consumption of over 34 million hectoliter liters, even being one of the most promising light domestic beverages market appealing worldwide investors.

However, contrary to the growing trend of the industry, ABC Company, headquartered called ABC, and being one of the first foreign breweries coming to Vietnam 10 years ago, has been facing difficulties in the market due to the industry's growing pace. Being one of the first foreign breweries entered Vietnam, ABC had a very good business during the first 10 years coming to Vietnam and was able to put up its plant until mid of year 2008. ABC focuses its business in key big Southeast Asian countries such as Malaysia, Thailand, Philippines, Vietnam, Indonesia, Singapore, and so on. ABC's plant also serves orders from its International Sales department.

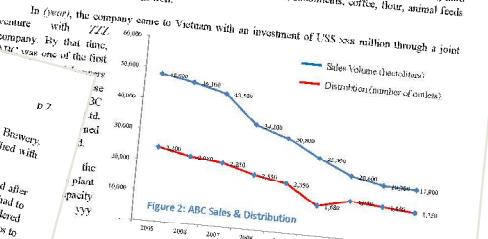
The effects of the slow economic recovery have made Vietnamese consumers generally more careful when making purchases. They are now trying to cut down on unnecessary purchases and focusing more on necessities. At the same time, consumers were more price-sensitive and were interested in brands with reasonable prices. Products with promotions generally get better sales than those are not on promotion.

However, this trend did not seem to have much effect on the beverage industry. Beverages were among the highest growth sectors in 2012. The reason for this was that drinking has become an established habit for a wide sector of the population and the price per unit was still affordable to most consumers. The increasing trend for a healthy lifestyle and the increase in modern trade channels also facilitated the growth of beverage consumption.

2.5.

About ABC Brewery Vietnam Limited Company

ABC Beverage Vietnam Ltd. Company is one of the few 100% foreign-owned beer companies in Vietnam. Its mother company, Manila based ABC Corporation is a leading beverage, food and packaging company in the Philippines with over 100 facilities in the Philippines, Southeast Asia and China. ABC Corporation markets an extensive product portfolio includes over 400 products ranging from beer, food, liquor, juices, basic and processed meats, poultry, dairy products, condiments, coffee, flour, animal feeds and various packaging products as well.



ABC Vietnam Ltd. is currently marketing 03 beer brands in the local market. ABC beer, YY beer, both regular beer and draft beer, with a total year sales of XXX hectoliters. It due to countries in the region through sales orders booked by ABC International Ltd. The sales are, unexpectedly and unfortunately, much exceeding the local sales in Vietnam when a sale does not meet expectations.

ABC Beer is one of the world's best-known beers. Its presence now is quite limited in Vietnam. In last quarter of (year), the company remained only a tiny share of 0.1% of an xxx billion US dollars. ABC Beer is the company's key brand, dominantly contributes 80% of sales and value. Recently introduced to the market, the XXX beer and YY beer brands support with only 4% and 7% contributions to total sales respectively.

Marketing Recommendations to ABC: ABC is Stronger Brand in Southern Vietnam |

Figure 3: Common Distribution Channel Model in Vietnamese Beverage Company



Almost all beverages companies in Vietnam have the same distribution channel model. Depend on the size of the market where a company target at or depend on the distribution strategy of the company, the layers of the distribution channel may be simple or complex, but in general it can be described in the figure. Sometimes, companies can choose to serve directly one or more of the layers.

By definition, On-premise channel consists of all types of point-of-purchase (outlet) where the consumers can buy the product and consume the product at the same place. For example, they are restaurants, coffee shops, Pho shops, street-side cafeterias, etc. There are about 260,000 On-premise stores of outlets in Vietnam by 2010.

Meanwhile, Off-premise channel consist of all types of point-of-purchase from where the consumers can buy the product but in most cases they do not consume the product at the same place but elsewhere. There are about 221,000 off-premise outlets in Vietnam by 2010.

Traditional Trade is the term used for the widest network of different types of outlets, which have been a long lasting channel, as typically found in every developing economy, where the buyer and seller do their business in a "industriously and manually manner". For example, they are wet markets, corner stores, kiosks, grocery stores and street vendors and so on. Many people buy their food, drink and household goods from these outlets as they are just around the corner or nearby their houses.

Modern Trade Channel, a recently developed but rapidly growing distribution channel, during past 10 years, is hard to mean supermarkets and convenient stores, i.e.,

On-premise is still the key to distribution ...

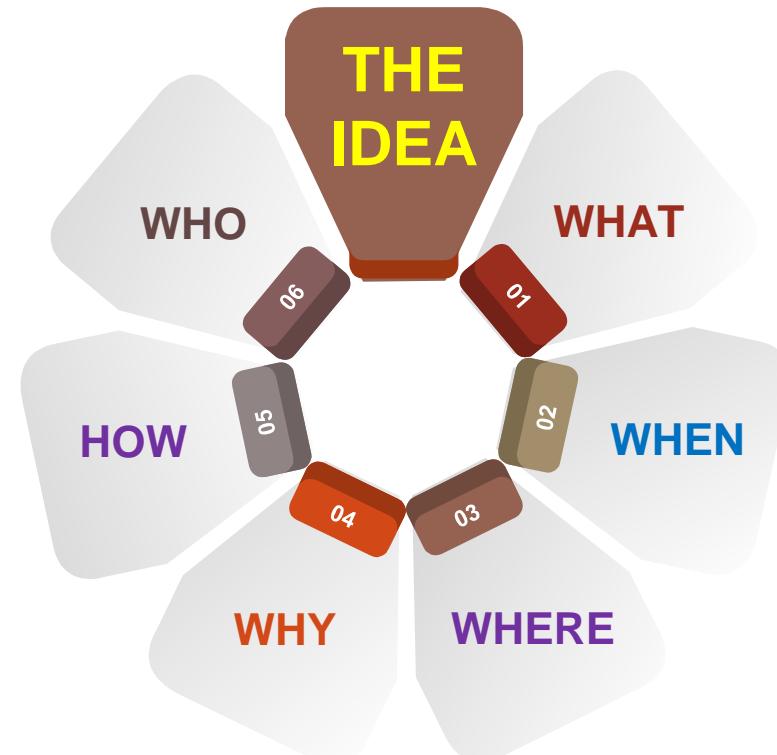
In 2012, 70% ...

to the hotel ...

TRADITIONAL CATEGORIES OF PROPOSAL

4. PROPOSAL

- Make it clear and concise.
- Don't waste words,
- Don't exaggerate.
- Use clear, well-supported reasoning to demonstrate your product or service.



TRADITIONAL CATEGORIES OF PROPOSAL

5. MARKET ANALYSIS

What currently exists in the marketplace, including competing products or services, and how does your solution compare?



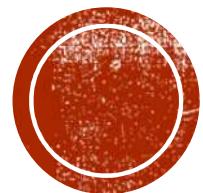
TRADITIONAL CATEGORIES OF PROPOSAL

6. BENEFITS

How will the potential buyer benefit from the product or service?

- Clear, Concise, Specific, Short
- Provide a comprehensive list of immediate and long-term benefits





LET'S START PRACTICING

Small group (5-7 members): Write a proposal from an idea of "Social initiative" project

Q&A

