

Proposal

I. Guidelines

1. Cover page

- Title
- Date
- Group Name

2. Executive summary

- One or two paragraph summary of the project
- Present the basic information about the project based on 5W-1H

3. Introduction

- Background
- Market analysis
- Rationale for your project

4. Proposal:

- Key information about your project based on 5W-1H

Notes:

- The information should be clear and concise
- Don't waste words, and don't exaggerate
- Clear and well-supported reasoning to demonstrate the ideas

5. Timeline:

- A clear presentation of the process, from start to finish, with specific, dated benchmarks noted.
- Can use visual aids (charts/tables)

6. Anticipated problems and solutions

7. Conclusion

- Restate your main points clearly.
- Tie them together with a common theme and make your proposal memorable.

II. Submission Details

1. Your proposal should be presented in slides.
2. Your proposal should be submitted as a **PDF** on LMS by **23:59 P.M.** on the **due date** (see *Announcement* on LMS).
3. **No approval** for late submission.
4. Please contact me via Email: quynhtvn@fe.edu.vn as a matter of urgency if you are unable to submit on time for any reason. An extension must be requested and approved by me prior to the due date.
5. For your Proposal, name your PDF with the code:
SSG104 – Project Proposal – Class code – Group number
6. Work should be presented with formal language.