

Proposal Teklif Mektubu

- A proposal is a selling document and its purpose is to convince the customer that the contractor understands what the customer wants and is the best one for the job.
- Proposals are often organized into three sections: technical, management, and cost. The objective of the technical section is to convince the customer that the contractor understands the need or problem and can provide the least risky and most beneficial solution. The objective of the management section is to convince the customer that the contractor can do the proposed work (the project) and achieve the intended results. The objective of the cost section is to convince the customer that the contractor's price for the proposed project is realistic and reasonable.

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- The technical section typically contains a statement of the problem which shows that the contractor understands the problem; the proposed solution; and the benefits to the customer. The management section typically includes a description of the work tasks; deliverables; project schedule; project organization; related experience; and equipment and facilities. The cost section typically includes a discussion of labor; materials; subcontractors and consultants; equipment and facilities rented; travel; documentation; overhead; escalation; contingency; and a fee or profit.

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- **Proposal Contents**
 - **A. Technical Section**
 - **B. Management Section**
 - **C. Cost Section**

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- **Proposal Contents**
- **A. Technical Section**
- The objective of this section is to **convince the customer** that the **contractor understands the problem or need** and can provide the **least risky and most beneficial solution**. The technical section should contain the following elements:
 - **Understanding of the need** — the contractor must show the customer that its people thoroughly understand the problem to be solved.
 - **Proposed approach or solution** — the proposal should describe the approach or methodology the contractor would use in developing the solution.
 - **Benefits to the customer** — the contractor should state how the proposed solution or approach would benefit the customer and achieve the project's **success criteria or expected outcomes**, including cost savings, reduced processing time, reduced inventory, better customer service, reduced errors, improved safety conditions, more timely information, reduced maintenance, etc.

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- **B. Management Section**
- The objective of this section is to **convince the customer that the contractor can do the proposed work** (the project) and achieve the **intended results**. The management section should contain the following elements:
 - **Description of major tasks** —the contractor should define the **major tasks** that will be performed in carrying out the project.
 - **Deliverables** —the contractor should include a list of all deliverables that will be provided during the project, such as reports, drawings, manuals, and equipment.

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- **B. Management Section**
- **Project Schedule** —the contractor should provide a schedule for performing the major tasks required to complete the project. The task schedule can be given in any one of several formats: a list of tasks with their estimated start and completion dates, a Gantt chart, or a network diagram.
- **Project organization** —the contractor should describe how the work and resources will be organized to perform the project. An organization chart, résumés of the key people, and a responsibility matrix are often helpful.

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- **B. Management Section**
- **Related experience** —the contractor should provide a list of similar projects it has completed and the dollar value of those contracts.
- **Equipment and facilities** —the contractor may want to provide a list of its equipment and special facilities, to convince the customer that it has the necessary resources.

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- **C. Cost Section**
- The objective of the cost section of the contractor proposal is to convince the customer that the contractor's price for the proposed project is realistic and reasonable. This section usually consists of tabulations of the contractor's estimated costs for such elements as the following:
 - **Labor** —this covers the estimated costs for the various classifications of people who are expected to work on the project. It might include the estimated hours and hourly rate for each person or classification.
 - **Materials** —the contractor lists the cost of materials it needs to purchase for the project.

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- **C. Cost Section**
- **Equipment**—this covers the cost of equipment that must be purchased to complete the project.
- **Facilities** —sometimes the contractor will have to rent special facilities or specialty space for the project team.
- **Subcontractors and consultants** —when contractors do not have the expertise or resources to do certain project tasks, they may outsource some of the work to subcontractors or consultants to perform those tasks.
- **Travel** —travel includes costs such as airfare, lodging, and meals if trips are required during the project.

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- **C. Cost Section**
- **Documentation** —some customers want the contractor to show separately the costs associated with the project documentation deliverables. This would be the cost of printing manuals, drawings, or reports or the cost of producing DVDs.
- **Overhead** —contractors will add a percentage to costs in items 1 through 6 to cover indirect costs of doing business, such as insurance, depreciation, accounting, general management, marketing, and human resources.
- **Escalation** —for large projects that are expected to take several years to complete, the contractor needs to include the costs of escalation in wage rates and materials costs over the length of the project.

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- **C. Cost Section**
- **Reserve** —the reserve (also referred to as contingency reserve or management reserve) is an amount the contractor may want to include to cover unexpected items that have been overlooked.
- **Fee or profit** —Items 1 through 10 are costs. The contractor must now add an amount for its fee or profit. The total cost plus the profit is the contractor's price for the proposed project.
- Cost estimates should be reasonable and realistic. If possible, it is good practice to have the persons who will be responsible for each of the major work tasks estimate the associated costs.