

Writing Proposals

SCENARIO

Robert runs a landscape architecture firm, which specializes in environmentally friendly designs. He has recently received an RFP (Request for Proposal) from a local wildlife centre which wishes to add a series of classrooms for programs targeted at local schoolchildren.

The RFP calls for "innovative designs that reflect our philosophy of ecological awareness" and "cost-effective solutions affordable on a limited budget." Robert consults appended materials and sees that the area selected for construction is on a hill, which he finds somewhat odd. He drives to the location and sees that it has a marvelous view, overlooking a meadow, a copse of evergreens, and a lake. Even though the RFP does not mention it, it is clear to him that the view is the reason for the location. Robert knows that the perfect choice for construction is an earth-sheltered construction, with an open-glass wall facing the view. Unfortunately, earth-sheltered construction is typically 20% more expensive than other forms of construction.

Robert uses a report to make his argument for the earth-sheltered construction, which includes the specific designs, costs, and timelines in appendices.

Prepare a proposal based on the requirements given by the local wildlife centre.

Instructions:

Page limit – 5 to 10 pages (Excluding Title page and Table of contents)

Fonts – 14 for titles and 12 for text (Times New Roman)

Proposal should be submitted in typed and print form

Deadline – 23/12/2022