SLIIT Academy (Pvt) Ltd BSc (IT) – Year 1, Semester II



Technical Communication

Writing a Project Proposal

Learning Outcomes

At the end of the module students will be able to:

- LO1:Identify the types of Project Proposals.
- LO2:Recognize the formats of different Project Proposals.
- LO3: Demonstrate the knowledge of the processes of writing Project Proposals.



What is a project?

- A project is a task or scheme that requires a large amount of time, effort and planning to complete. To do a project one has to first prepare a project proposal.
- A project proposal can be for various purposes ranging from construction to solving problems. The proposal attempts to get the reader to accept the writer's ideas.



There are two kinds of proposals.

External Proposal – External proposals are bids for a contract.

■ Internal Proposal — Internal proposals are to win a co-worker or an administrator to accept an idea or enact a policy.

Writing an External Proposal

The External Proposal has three components:

Executive Summary.

➤ Management Section.

> Financial Section.



Executive Summary

■ This section contains information to convince the executives that your company should get the contract. Therefore, the abstracts for the technical, managerial and financial sections should be very clearly written.

Management Section

- This section discusses the personnel working on a project. Their expertise as well as their success with previous projects will get discussed in this section.
- Your willingness to train employees and to provide technical assistance will also be mentioned.
- Most importantly, this includes the proposed schedule of implementation.



Financial Section

This will give detail about the breakdown of cost for every item in

the proposal.



Writing an Internal Proposal

- An Internal Proposal requires:
- **→** Planning the Proposal.

➤ Writing the Proposal.

Planning the Internal Proposal

- Pay attention to audience.
- Collect information about the level of involvement your audience has about the proposed work.
- Get to know the knowledge of audience.
- Gather information on the level of authority the audience has.
- Use visuals.

In organizing the Proposal use the following questions.

What is the problem?

What is the solution?

Can the solution be implemented?

Should the solution be implemented?



Writing the Proposal

As is required with any piece or writing, your proposal will need an introduction. This introduction should introduce the reader to the Proposal.

The Introduction

Your introduction should include the following:

- > Purpose.
- > Credibility.
- > Definition of problem.
- Background of problem.
- **➤** Significance of problem.
- > Solution
- ➤ Preview of parts or sections of proposal.

Discussion

- In the discussion, it is necessary to persuade readers to accept the proposal. The three areas are needed to be covered to promote persuasion.
- > The problem (in full detail).
- > The solution (to convince readers).
- ➤ The context (schedule for implementation of solution, personnel involved and the solution).

Summary

- A project is a task or scheme that requires a large amount of time, effort and planning to complete. To do a project one has to first prepare a project proposal.
- A project proposal can be for various purposes ranging from construction to solving problems.
- The proposal attempts to get the reader to accept the writer's ideas.
- The two types of proposals are External Proposals and Internal Proposals.

References

 Technical Communication. 2005. Sri Lanka Institute of Information Technology.