



## **Project Proposal**

**Name: Shafkat Ibne Kabir**

**ID:201-35-628**

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**Submitted to: Mohetuzzaman Mobin**

# Introduction

A project proposal outlines your project core value proposition. It sell value to both internal and external stakeholders. The intent of the proposal is to grab stakeholder and project sponsor attention. Once You have people's attention, the next step is getting them excited about the project. Getting in the heads of the people you are writing the proposal for is vital: you need to think like the project's stakeholders to deliver a proposal which meet their needs.