

# Writing Business Proposal

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# What and Why?

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## □ **A written offer to the readers to**

- purchase products or service
- fund a project
- implement a program
- conduct a study etc.

- **Examples** (developing ERP system for clients, changing company operations, selling a product or service, research grant, raising fund for a social cause e.g., fighting climate change, saving endangered wildlife, environmental conservation & protection, ensuring child rights, women empowerment, care for elderly, providing disaster relief)

- **Our focus??**
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# Proposing someone- different??

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# Gambling?

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## Number of NGOs in Bangladesh?

- ❑ **Proposals are gambles, since it**
    - ❑ take time to develop
    - ❑ are often rejected
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# Solution?

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A persuasive proposal

*'If you are not heard, you  
haven't said.'*

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# Types of Proposal

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**□ Varies in purpose, length and format**

**□ Solicited or Unsolicited**

- Solicited- In response to an explicit invitation
- Unsolicited- Without an official invitation

**□ A Proposals should**

- Draw receivers' attention
  - Explain proposal benefits
  - Give proof of benefits
  - Motivate desired action
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# Solicited Proposal

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- ❑ Written usually in **direct pattern**(?) in response to
    - EOI/RFP/ RFQ/IFB (any difference?)
  - ❑ **General Components of EOI/RFP/RFQ/IFB**
    - Company background
    - Project description
    - Overall requirements
    - Decision-making criteria
    - Proposal requirements
    - Submission/Contact info
  - **Importance of RFP** (you as a manager may need to write for your organization; again to assess eligibility, primary issues)
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# Composing Request for Proposals

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- ❑ **Company background:** Information on your organization, your business priorities, and other information bidders might need
  - ❑ **Project description:** Put your requirements in context; are you seeking bids for routine supplies or services, or do you need a major computer system?
  - ❑ **Requirements:** Spell out everything you expect from potential vendors; don't leave anything to unstated assumptions.
  - ❑ **Decision criteria:** How you'll be making the decision. Doing so will not only help bidders determine whether they're right for your project but also help them craft proposals that meet your needs.
  - ❑ **Proposal requirements:** Explain exactly what you expect to see in the proposal itself—which sections, what media, how many copies, and so on.
  - ❑ **Submission and contact information.** Tell people when, where, and how to respond. In addition, effective RFPs always give bidders a contact name within the organization who can answer detailed questions.
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# Writing Business Proposals

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# Writing Business Proposal

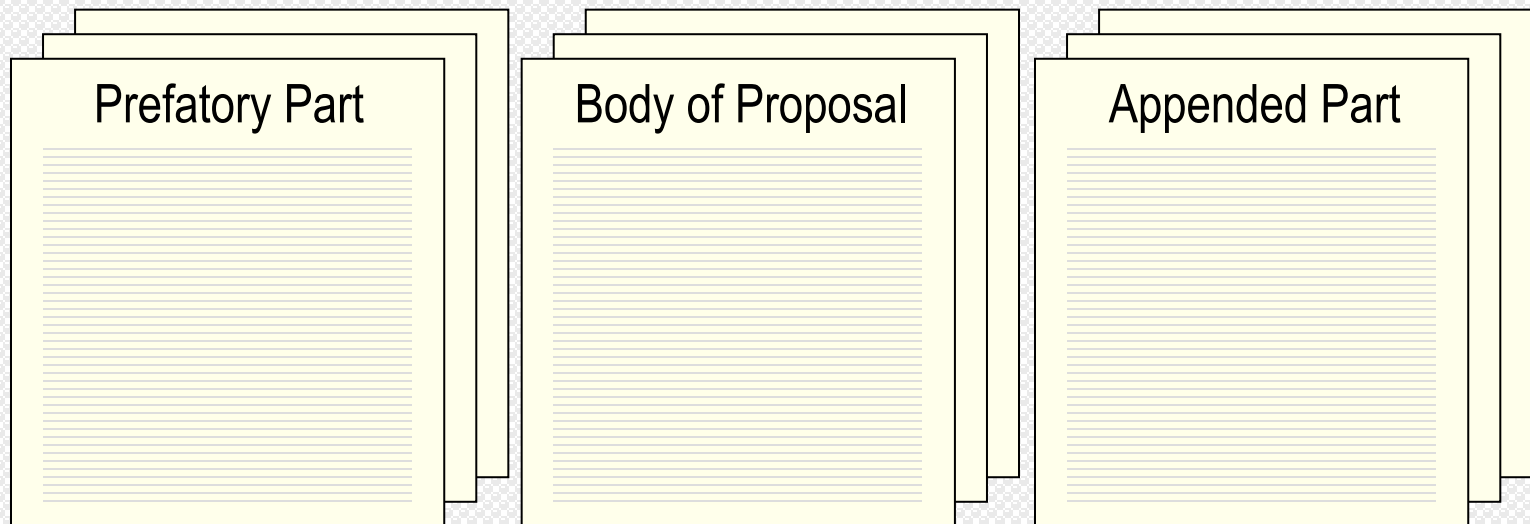
## **Plan before you start -**

- do you know why and for whom you are writing the proposal
- do you understand the donor/audience for whom you are preparing it
- do you know yourself i.e., your identity, your strengths and weaknesses and being able to present a credible track record in areas such as financial management, project impact, technical competence and general management ability.
- do you understand the context at hand and are able to set objectives, and design a process

**Know your DOP (Donor, Organization & Project)**

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# Structure of Formal Proposal



# Components of Formal Proposals: Prefatory Part

Title Fly	Title Page	Request for Proposal
Letter of Transmittal	Table of Contents	Executive Summary

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# Developing a Climate-Smart Agricultural Sector for Bangladesh

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# Formal Report Components

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- Title page

- Balance the following lines:

- Title of the proposal
      - Receiver's name, title, and organization
      - Author's name, title, and organization
      - Date submitted
-

# Developing a Climate-Smart Agricultural Sector for Bangladesh

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**Submitted to**

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(10-14 spaces)

**Submitted by**

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(10-14 spaces)

(4-10 spaces)

**Date of submission**

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# Formal Report Components

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## ☐ **Letter or memo of transmittal**

- Announce the topic and explain who authorized it.
  - Briefly describe the project and preview the conclusions – if the reader is supportive.
  - Close by expressing appreciation for the assignment, suggesting follow-up actions, acknowledging the help of others, and offering to answer questions.
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# Letter of Transmittal

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**MIDWESTERN RESEARCH, INC.**

1732 Midday Avenue  
Chicago, IL 60607  
Telephone: 312.481.2919

April 13, 2023

Mr. W. Norman W. Bigbee  
Vice President in Charge of Sales  
Allied Distributors, Inc.  
3131 Speedall Street  
Akron, Ohio 44302

Dear Mr. Bigbee:

Here is the report on the four makes of subcompact automobiles you asked me to compare last January 3.

To help you in deciding which of the four makes you should buy as replacements for your fleet, I gathered what I believe to be the most complete information available. Much of the operating information comes from your own records. The remaining data are the findings of both consumer research engineers and professional automotive analysts. Only my analyses of these data are subjective.

I sincerely hope, Mr. Bigbee, that my analyses will help you in making the correct decision. I truly appreciate this assignment. And should you need any assistance in interpreting my analyses, please call on me.

Sincerely,

*George W. Franklin*

George W. Franklin  
Associate Director

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# Formal Report Components

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## □ Table of contents

- Show the beginning page number where each report heading appears in the report.
  - Connect page numbers and headings with dots.
-

# Formal Report Components

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## ☐ List of illustrations

- Include a list of tables, illustrations, or figures.
  - Place the list on the same page as the table of contents if possible.
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# Table of Contents

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# Executive Summary

## Executive Summary

The recommendation of this study is that Gamma is the best buy for Allied Distributors, Inc.

Authorized by Mr. Norman W. Bigbee, Vice President, on January 3, 2005, this report is submitted on April 13, 2005. This study gives Allied Distributors an insight into the problem of replacing the approximately 50 two-year-old subcompact cars in its present sales fleet. The basis for this recommendation is an analysis of cost, safety, and construction factors of four models of subcompact cars (Alpha, Beta, Gamma, and Delta).

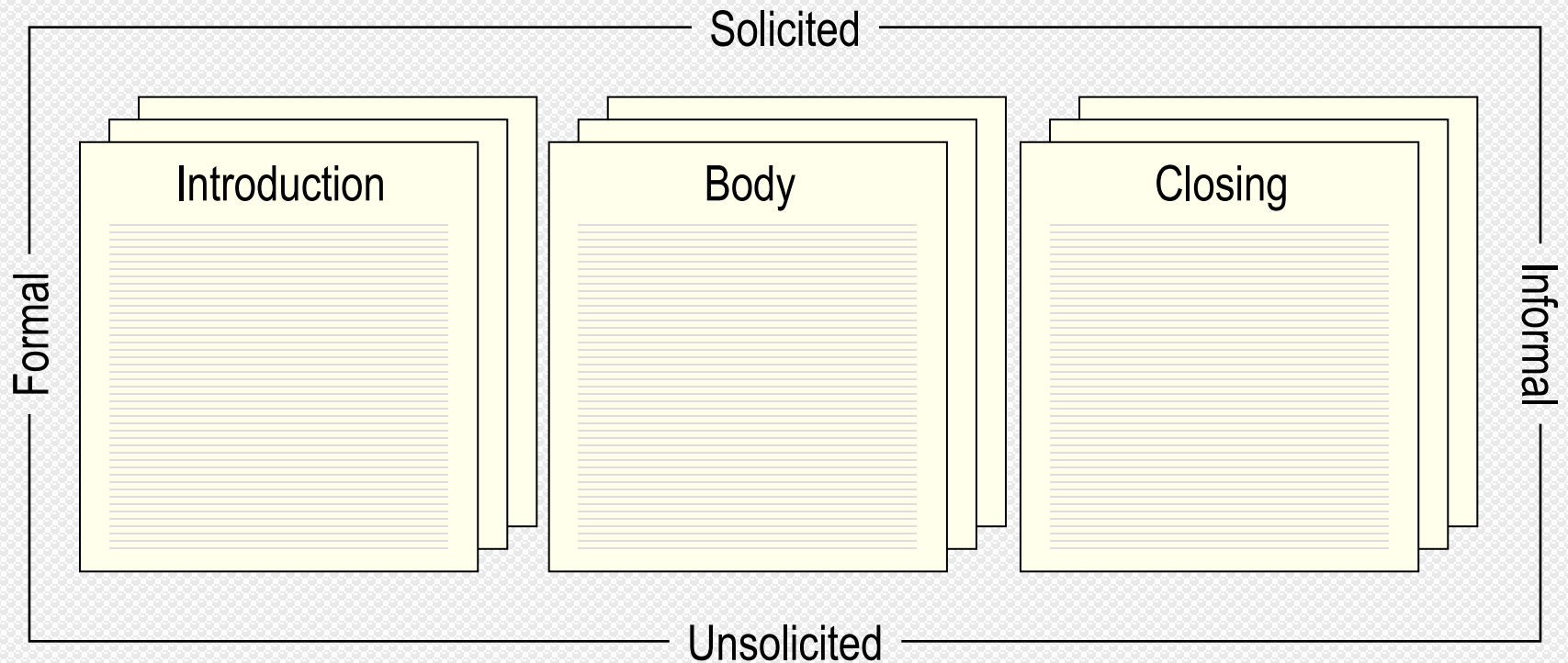
The four cars do not show much difference in ownership cost (initial cost less trade-in allowance after two years). On a per-car basis, Beta costs least for a two-year period--\$3,216. Compared with costs for the other cars, Beta is \$370 under Gamma, \$588 under Alpha, and \$634 under Delta. For the entire sales fleet, these differences become more significant. A purchase of 50 Betas would save \$18,500 over Gamma, \$29,400 over Alpha, and \$31,700 over Delta.

Operation costs would favor Gamma. Cost per mile for this car is \$0.13970, as compared with \$0.14558 for Alpha, \$0.14785 for Delta, and \$0.15184 for Beta. The totals of all costs for the 50-car fleet over the two-year period show Gamma to be least costly at \$385,094. In second place is Alpha, with a cost of \$400,208. Third is Delta with \$406,560, and fourth is Beta with a cost of \$417,532.

On the qualities that pertain to driving safety, Gamma is again superior to the other cars. It has the best brakes and is tied with Alpha for the best weight distribution. It is second in acceleration and is again tied with Alpha for the number of standard safety devices. Alpha is second overall in this category, having the second best brakes of the group. Beta is last because of its poor acceleration and poor brakes.

Construction features and handling abilities place Gamma all by itself. It scores higher than any other car in every category. Alpha and Delta are tied for second place. Again Beta is last, having poor steering and handling qualities.

# Body of Proposal



# Introduction

This section sets the context and orients readers to the remainder of the proposal.

❑ **Components of introduction-**

Context / Statement of the problem (e.g., developing a climate-smart agriculture sector for Bangladesh)

Objectives (SMART)

Relevance with the donor and your organization

Proposed project/ solution in Brief

Ending with organization of rest of the proposal

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# Body

## (what, how, why & why)

### 2. Organization Profile or Overview of the Organization

### 3. Project Description

3.1 Proposed Approach or Project Strategy & Activities (**what & how**)

3.2 Expected Outcome or Results or Impacts (**why**)

3.3 Project Schedule

3.4 Monitoring and Evaluation (process and result indicator)

3.5 Risk and Assumptions (rural community, govt. policy)

3.6 Project Management

### 4. Budget (activity based, as detail as possible)

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# Closing of Proposals

**Summarize  
Key Points**

**Emphasize  
Impact/Benefits**

**Restate  
Qualifications**

**Obtain  
Commitment**

# Remember!!

**Technical Proposal**  
**Financial Proposal**

Separately or combinedly ???

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# References

**Write complete sources of the information you have cited in your proposal.**

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# Basic Criteria for Evaluation

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- ☐ Desirability of the solution (do we need this? Will it solve our problem?)
  - ☐ Qualification of the proposer (can they really deliver it on time and on budget?) (**Disaster during an admission test**)
  - ☐ Return on investment (Is the expense, whether time or money, justified?)
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# Eight Deadly Sins of Proposal Writing

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1. Failure to focus on the client's problems and payoffs- the content sounds generic
  2. No persuasive structure- the proposal is an "information dump"
  3. No clear differentiation of this vendor compared to others.
  4. Failure to offer a compelling value proposition
  5. Buried key points- no impact, no highlighting.
  6. Lack of readability because content is full of jargon , too long, or too technical.
  7. Credibility killers- misspelling, grammar and punctuation errors, use of the wrong client's name, inconsistent formats, and similar mistakes.
  8. Don't assume (what is the meaning of this word in comm.?)
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# ***Sample Proposal***

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***Thanks***

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