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# ATTENDANCE

- LESS THAN 80% ATTENDANCE, CONSIDERED FOR BARRING

# Continuous Assessment (CA)

# **TODAY'S LESSON**

# **PROPOSAL WRITING**

**WHAT IS A PROPOSAL?**

**A PROPOSAL IS WRITTEN TO PROPOSE  
SOMETHING.**

**WHAT DO YOU MEAN BY TO PROPOSE?**

**TO PROPOSE MEANS TO OFFER/SUGGEST.**

## **THINK ABOUT THESE QUESTIONS:**

- WHOM DO YOU WRITE PROPOSALS TO?**

**Superiors (manager, heads of departments, general managers, directors), other companies, government, banks, investors, business partners, clients**

- WHY DO YOU WRITE PROPOSALS? LIST OUT THE REASONS. E.G. TO PROVIDE SERVICES.**

# BUSINESS PROPOSALS

# Overview

- ▶ What is a Proposal?
- ▶ The importance of Proposals
- ▶ Types of Proposal
- ▶ Purpose of Proposals
- ▶ Standard Format of Proposals
  - a) Introduction
  - b) Background, Problem, Purpose
  - c) Proposal, Plan
  - d) Staffing
  - e) Budget
  - f) Authorisation

# What is a Proposal?

- ▶ A document that offers/suggests a particular product, service, solution, etc. to a potential buyer or client or investor or superior.

# What is a Proposal?

- ▶ It is the most important document to help **bringing in business and revenue** for the company.
- ▶ It helps getting **necessary funding** for projects.
- ▶ It enables a potential recipient or client to evaluate whether the **writer or proposer** is the best person or company to do the project.

## **Purpose of proposals**

1. To solve problems

3. To sell products

4. To seek approval to do a project

2. To provide services

6. To enhance an existing condition

5. To seek funding for a new project

## 1. Internal Proposals

- written by proposer to someone within organisation

## 2. External Proposals

- written by proposer from one company to a recipient from another company

### Types of Proposals

## 3. Solicited Proposals

- Written based on a request made by the proposal's recipient

## 4. Unsolicited Proposals

- Initiated by proposer without any request from the recipient

**Source:**

Essentials of professional communication: Science & Engineering (2018),  
Cengage Learning, Singapore.