

PROPOSALS

A Proposal is a method of persuading people to agree to the writers view or accept his suggestions

**Proposal initiate new projects,
provide fresh ideas and prompt
innovative strategies.**

- It is systematic, factual, formal and persuasive description of a course of action or a set of recommendations.

TYPES OF PROPOSAL

■ FORMAL

■ NON-FORMAL

■ INTERNAL

■ EXTERNAL

■ SOLICITED

■ UNSOLICITED

NON-FORMAL PROPOSAL

- It is a brief description of suggestions. It is usually written to initiate small projects.
- It involves the use of printed forms, letter formats, or memo formats

FORMAL PROPOSAL

- It is comparatively longer. It initiates new projects and require elaborate description and discussion.
- It is like a formal report and involves the use of manuscript format.
- It consists of several sections and sub-sections and can vary from a few pages to hundreds of pages.

EXTERNAL PROPOSAL

- It communicates people outside an organization.
- It is more formal, detailed and elaborate than internal proposals.

INTERNAL PROPOSAL

- It is addressed to the readers within an organization.
- It may offer to study a problem, situation, condition, condition, or issue on the company or organization and may present different options.

SOLICITED PROPOSAL

- It is written in response to a specific request from a client.
- Many companies make the request for proposal to the best people.
- They specify their requirements and mention their conditions.

UNSOLICITED PROPOSAL

- They are written without any request for a proposal.
- They are based on an objective assessment of a situation or condition by an individual or a firm.
- Self initiated research and business projects usually involves unsolicited proposals.

STRUCTURE OF FORMAL PROPOSAL

- Title Page
- Table of content
- List of figures
- Abstract or summary
- Methodology
- Introduction
- Statement of Problem
- Proposed plan and schedule
- Advantages & Disadvantages
- Recommendations
- Conclusions
- Appendices

Title Page

A Proposal On

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Submitted to

.....

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Submitted by

.....

.....

Date

TABLE OF CONTENT

■ This section provides the reader an overall view of the proposal by listing the main headings and sub-headings in the proposal with their page numbers.

LIST OF FIGURES

It includes a list of tables, graphs, figures and charts used in the proposal with their page number

■ Figure 1.....	1
■ Figure 2.....	3
■ Figure 3.....	7
■ Figure 4.....	8
■ Figure 5.....	9
■ Figure 6.....	9

Abstract or Summary

- An abstract or summary is a condensed version of the proposal as it summarizes and highlights its major points.

METHODOLOGY

It summarizes the proposed methods of data collection and the procedure for investigating the situation/problem

INTRODUCTION

It introduces the readers to the proposal. It gives the background, states the purpose and discusses the scope.

STATEMENT OF THE PROBLEM

- ❑ It contains an objective description of the problem or the situation that the proposal intends to address
- ❑ It links to the proposed course of action to the needs of the reader and the requirement of the situation.

PROPOSED PLAN AND SCHEDULE

- This section presents a schedule of activities highlighting the main course of action.

ADVANTAGES / DISADVANTAGES

- This section reinforces that the proposal has more advantages than disadvantages by making realistic comparisons.
- It links benefits to the needs of the situation.

RECOMMENDATIONS/ PROPOSED SITUATION

- It discusses the plan to solve the problem.
- It is usually the longest section of the proposal.
- It is logically structured into small subsections with suitable headings

CONCLUSION

- ❑ It presents the final summary of the proposal on focuses on main points.
- ❑ It influences readers with a final appeal.

APPENDICES

- Secondary materials are put as appendices in a proposal.
- It maintains continuity of logical progression and avoid distractions.