

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

.....

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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 sub-sections 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.