

# PROJECT PROPOSAL WRITING

## Proposal and Types of Proposals

### Preamble

**Definition:** Proposal is piece of communication — either oral or written which can persuade someone to accept the suggested views or ideas is a proposal. It is systematic, factual, formal and persuasive description of a course of action or a set of recommendations. A proposal is an offer or bid to complete a certain project for someone. There are three distinct categories of proposals namely: Formal, non-formal, internal, external, solicited and Unsolicited proposals. Solicited proposals are written in response to published requirements, contained in a request for proposal (RFP), request for quotation (RFQ), invitation for bid (IFB), or a request for information (RFI). Informally solicited proposals are typically the result of conversations held between a vendor and a prospective customer. The customer is interested enough in a product or service to ask for a proposal. Typically, the customer does not ask for competing proposals from other vendors. Unsolicited proposals are marketing brochures. They are always generic, with no direct connection between customer needs or specified requirements. Vendors use them to introduce a product or service to a prospective customer. They are often used as "leave-behinds" at the end of initial meetings with customers or "give-aways" at trade shows or other public meetings. They are not designed to close a sale, just introduce the possibility of a sale.

### Learning Objectives

1. To understand the meaning of proposal.
2. To identify and understand different types of proposal.
3. To explain characteristics of a good proposal.

### Learning Outcome

1. By the end of this course, students will be able to understand what a proposal is.
2. The student should be able to identify and explain different types of a proposal.

# PROJECT PROPOSAL WRITING

## Types of Proposals

<b>Formal Proposals</b>	<b>Non-Formal Proposals</b>
<ul style="list-style-type: none"><li>• Formal proposals are lengthy proposals.</li><li>• It is written for big projects</li><li>• It is written in manuscript format.</li></ul>	<ul style="list-style-type: none"><li>• Non-formal proposals are brief proposals</li><li>• It is written for small projects</li><li>• It is written in printed form, letter or memo formats.</li></ul>
<b>Internal Proposals</b>	<b>External Proposals</b>
<ul style="list-style-type: none"><li>• An internal proposal is for reader within an organization</li><li>• It helps to study and solve problem of organization,</li></ul>	<ul style="list-style-type: none"><li>• An external proposal is for reader outside an organization.</li><li>• It helps to study and solve problem of organization.</li></ul>
<b>Solicited Proposals</b> <ul style="list-style-type: none"><li>• A proposal written in response of a particular request from a client is known as solicited proposal</li></ul>	<b>Unsolicited Proposals</b> <ul style="list-style-type: none"><li>• Unsolicited proposal are written without any request for a proposal.</li></ul>

## Objective of a GRANT Proposal

- To initiate a new project
- To provide fresh ideas
- To solve problems
- To reinforce innovative strategies
- To conduct the basic research before developing a new plan
- To modernize the office procedures of an organization

## Characteristics of a Proposal

- Proposals should be more creative in comparison of other forms of professional writing. Proposal should contain a course of action with the rationale
- Proposal should keep in mind the customer's co
- Proposals should look attractive and written neatly.

# PROJECT PROPOSAL WRITING

- Proposals should include background, objective, description and summary of the problem.
- The proposal should be concise and to the point.
- The facts presented in proposal should not only be accurate but also realistic. A good proposal is always reader oriented.
- A Proposal must be written with grammatical accuracy for proper understanding.

## Style and Appearance of a Formal Proposal

Title Page	It includes the title of the proposal, the name of the person or organization to whom the proposal is being submitted to, the name of the proposal writer and the date.
Table of Contents	It contains content with page numbers.
List of Figures	This section includes a list of tables, graphs, figures and charts used in the proposal.
Abstract or Summary	An abstract or a summary is a brief version of the proposal.
Methodology	It summarizes the proposed methods of data collection and the procedure for investigating the situation and problem.
Introduction	This section introduces readers to the proposal. It gives the background, states the purpose and discusses the scope.
Statement of the problem	This section gives an explanation about the issue that is being addressed by the proposal. It is very critical that we give evidence to what we are writing in this section of the proposal.
Proposed plan and schedule	This section presents a schedule of activities highlighting the main course of action.
Advantages / Disadvantages	This section highlights advantages and disadvantages of your project.
Recommendations	It is the most persuasive section of a proposal. It is usually the longest section of proposal and is logically structured into small sub

# PROJECT PROPOSAL WRITING

	sections.
Conclusion	This section presents the final summary of the proposal and focuses on main points and the key benefits and advantages.
Appendix: Appendix includes secondary or extra information. Tables, flow charts, maps are generally included.	

## Reflective question

1. Explain the meaning of the term proposal
2. Differentiate various types of a proposal

## Reference

Rasey, J. Writing, Speaking, & Communication Skills for Health Professionals