



Technical Proposals

DEFINITION OF A PROPOSAL

- ▶ From M. Raman Textbook
- ▶ **Proposals are written orders to solve a technical problem or to undertake a project of practical or the theoretical nature.**

- ▶ **A proposal is an offer by one party to provide a product or service to another party in exchange**
- ▶ **for money. It is usually a sales presentation seeking to persuade the reader to accept the written**
- ▶ **plan for accomplishing a task. Proposals may be written to people within**
- ▶ **an organization, to an outside company, or to the government.**

Objectives

- ▶ **The main idea of the technical proposal must be important and innovative. It must catch the attention of the reader and be informative.**

- ▶ **Proposals serve to review and improve existing products and services**
- ▶ **to meet the ever-increasing and complex requirements of today's highly**
- ▶ **competitive business environment. They aim at providing new and sound**
- ▶ **ideas to accelerate the advancement of our society. (From M. Raman Textbook)**

Examples of Proposals

- ▶ **To construct parking slots, buildings, bridges, highways**
- ▶ **To sell property, such as buildings, machines, airplanes**
- ▶ **To survey areas for possible water sources**
- ▶ **To plan and construct airport baggage conveyor systems**
- ▶ **To modernize the office procedures of a company**

Importance of Proposals

- ▶ **From M. Raman-**
- ▶ **Proposals, like reports, are valuable records of information in an organization.**
- ▶ **2. They act as an index of the company's growth or progress.**
- ▶ **3. Successful proposals give financial returns to the organization.**

- ▶ **They help promote various research activities that are vital for the individual, organization, or government.**
- ▶ **Proposals attempt to win contracts for the company undertaking the project. Proposal writing develops certain favourable and useful skills such as communicative, persuasive, and organizational skills. It also enhances the power of estimation, judgement, and discrimination in the writer.**

Types of Proposals

- ▶ M. Raman-
- ▶ **Sales proposals are also known as business proposals. They are sent outside the company to**
- ▶ **potential clients or customers. Sales proposals rarely duplicate one another in either structure or**
- ▶ **style. In fact, they often take quite different and creative directions like successful advertisements.**

- ▶ **Research proposals are usually academic in nature and mostly solicited. Professors, or the**
- ▶ **institutions for which they work, may submit a proposal to obtain a grant in response to a**
- ▶ **request or announcement from the government or other agency.**

Other Kinds

- ▶ **Solicited-** When a request for a proposal is made, it is known as a solicited proposal.
- ▶ **Unsolicited-** When you send a proposal without a request or to advertise to customers, it is known as unsolicited.

- ▶ **Internal Proposals -Written for someone within the organisation.**
- ▶ **External Proposals- Sent outside the organisation as external documents.**

▶ **Pre-Proposal**

- ▶ **Letter of intent or preliminary proposal-**
informs the buyer/customer/intended
audience about the proposed idea. After
this, a request is made for a more detailed
proposal.