

PENANG SANGAM HIGH SCHOOL

YEAR 13

OFFICE TECHNOLOGY

WORKSHEET 24

LESSON NOTES AND ACTIVITY

STRAND	OT 13.3 Office Administration
SUB-STRAND	OT 13.3.3 Business Communication
LEARNING OUTCOME	<ul style="list-style-type: none">• Define Proposal• Describe ways in writing good proposal• Identify qualities of a good proposal

WRITING PROPOSALS

Proposals suggest a method for finding information or solving a problem. Proposals may be competitive or noncompetitive.

Competitive proposals compete against each other for limited resources. When you collaborate on a group report, each student may propose a topic; only one can be accepted.

Noncompetitive proposals have no real competition. For example, a company could accept all of the internal proposals it thought would save money or improve quality. Similarly, when students write proposals for reports or theses, the proposals compete not against each other but against standards for doing good research.

To write a good proposal, you need to have a clear view of the problem you hope to solve and the kind of research or other action needed to solve it. A proposal must answer the following questions convincingly:

- **What problem are you going to solve?** Show that you understand the problem and the organization's needs. Define the problem as the audience sees it, even if you believe that the presenting problem is part of a larger problem that must first be solved.
- **How are you going to solve it?** Prove that your methods are feasible. Show that a solution can be found in the time available. Specify the topics you'll investigate. Explain how you'll gather data.
- **What exactly will you provide for us?** Specify the tangible product you'll produce; explain how you'll evaluate them.
- **Can you deliver what you promise?** Show that you have the knowledge, the staff and the facilities to do what you say you will. Describe your previous work in this area, your other qualifications and the qualifications of any people who will be helping you.

- **What benefits can you offer?** In a sales proposal, several vendors may be able to supply the equipment needed. Show why the company would hire you. Discuss the benefits – direct and indirect – that your firm can provide.
- **When will you complete the work?** Provide a detailed schedule showing when each phase of the work will be completed.
- **How much will you charge?** Provide a detailed budget that includes costs for materials, salaries and overhead.

Proposal Content

- Contents page
- Introduction
- The statement of need
- The recommendations or solutions
- Areas of detail such as timing, logistics, technical specifications
- Closing statement/summary
- Additional information as an appendix

Qualities of good proposals

- They must earn a reading, hold and develop interest
- Well-structured and utilize appropriate language
- Must not just persuade but work to obtain positive decisions to the business
- Proposals should follow a cumulative process, being a key link in the stages of moving prospects from little or no interest in your product or service to stimulating positive action to subscribe
- It has great visibility: makes the buyer remember you
- Differentiates: makes a more powerful and distinct case

ACTIVITY

1. What is a proposal?

2. Differentiate between **Competitive proposals** and **Noncompetitive proposals**.

3. List **two** qualities of good report?

THE END ☺