

▶ structuring a proposal

▶ reason, purpose and concessive clauses

▶ writing a proposal

5.5 Writing Business proposals

Discussion

1 In groups, decide what sort of proposal you would write for the people below. In what form would you send it and what documents might it contain?

email memo letter report contract

price work schedule (proposed dates and times) references research data CV methodology or proposed plan of action other attachments (what?)

- 1 Your boss, after chatting in the canteen about your suggestions for a team-building day for your department.
- 2 A conference organizer, after reading a call for papers.
- 3 A customer, after a phone call requesting assistance with technical problems in their workshop.
- 4 The Ministry of Education, after reading a call for proposals for a research grant.

Model

2 Read the proposal below, and choose the best heading for each section.

Conclusion Credentials Deliverables Introduction Objectives Value

1

As public interest in Paralympic sports has declined in recent years, the National Paralympic Association (NPA) wishes to raise awareness of its activities. Building brand awareness will on the one hand encourage more disabled people to get involved and on the other, boost attendance at Paralympic events.

2

While the NPA's communication budget remains modest, its goal is to reach as wide a public as possible through a viral video campaign, with a view to attracting both participants and spectators. Even if commercial virals have become increasingly common in social media, K2U Video believe the objective is eminently achievable.

3

K2U Video will deliver a three-minute viral video of spectacular moments from Paralympic sports, with the intention of capturing the widest possible audience. The clip will focus on athletic prowess and sporting drama so as to support the message that Paralympic sport is every bit as engaging as able-bodied events. The video will launch in early December so that audiences will peak in time for the summer programme. For the purpose of forecasting attendance and evaluating return on investment, K2U will monitor performance and supply weekly metrics over the period from December to June.

4

Given that visual impact is crucial, we are delighted to confirm that the film will be directed by award-winning Bollywood Director Rajiv Khan. The project will be managed by K2U's founder and Director Philip Boston. Our considerable experience in comparable projects such as flu vaccination and recycling means our proposal offers every guarantee of success. (see attached DVD)

5

The cost of the project will be €525,000. Of this total, half will be met by grants from the regional and national sports councils; a further 20% will be financed by advertising revenues from the NPA website. Although the remaining investment is still significant, our financial proposal demonstrates that the project will more than double revenues from forthcoming events. In other words, the campaign will not only pay for itself, but also trigger improved income over several years. (see appendix C)

6

In conclusion, we recommend this viral campaign as the most cost-effective method of adding value to the Paralympic brand. Spectacular sports like wheelchair rugby and ice-sledge hockey are still relatively unknown to the general public and will have an immediate impact on event attendance; by the same token, we expect numbers of participants to rise steadily as brand awareness improves.