Project Proposal Assignment Description

The assignment is to produce a short project proposal or RFP, your choice, that's a minimum of 4 pages in length, single-spaced throughout (not including wraparound documents – see below). Your proposal or RFP should be business-appropriate and related to your (group's) chosen area of professional focus at the college. You should use readily available (on our GregTeach course page and through your own Web research) proposal templates and models to construct your proposal structure. All of the writing must be your own and all relevant data and support researched and attributed using APA style guides.

"Wraparound" documents like an abstract or cover letter, a cover page, a table of contents, and appendices are required but not included in the minimum 4 pages of proposal narrative required for the assignment.

Template requirements:

1. **Proposals** must be written in response to at least one existing actual RFP for a comparable product or service that you will research online or elsewhere and include separately for my review with your proposal submission.
2. **Proposals** must also be modeled after at least one existing actual proposal for a comparable product or service that you will research online or elsewhere and include separately for my review with your proposal submission.
3. **Requests for Proposals** (RFP) must be modeled after at least one existing actual RFP that you will research online or elsewhere and include separately for my review with your proposal submission.

Nuts & Bolts:

Proposals AND RFPs should include the following additions at the beginning of the document (these documents are *not* included in the 4-page minimum assignment requirement):

- **Cover letter / letter of Interest / letter of introduction / proposal abstract**
- **Cover page**
- **Table of contents**

Appendices of tables, charts, imagery, an APA reference list, etc. should be included in the proposal packet but are also *not* counted as part of the minimum 4 full pages of single-spaced narrative description as the body of your proposal.

This assignment is due before class this week via the iLearn portal for our class. Each group will submit only one full proposal. Please make sure the full name of each group participant is included on the cover page of your proposal. Please remember to review the proofreading resources I've provided in our course before you submit your final versions so as to make sure you're eliminating all of the most common student writing error patterns from your writing work before it gets to me.

Additional Guidelines:

Below are some common features of most proposals and RFPs – we would expect to see many of these sections to varying degrees as each one specifically relates to your selected document type. You are not required to include all sections list below, and each of these is explained in much fuller detail in the assigned reading on proposal work from your *Business Writer's Companion* course text. Use these as suggestions for what kinds of information blocks to consider including in your work in some form.

- **Abstract/Introduction:** Describes and analyzes issue and market clearly and thoroughly; chooses objectives

that are most relevant and states them clearly; mission statement is articulated; provides strong, clear, convincing conclusions why the proposed method should be used and evidence, i.e. relevant examples to support the conclusions

- **Executive Summary:** Provides: a specific and coherent project challenge, purpose and goals; literature review if applicable; justification, rationale, significance of proposed work in the form of a well-structured, logical argument

- **Strategic Plan:** Supplies a strategic plan that's complete and clearly stated, including some/all of the following: value chain, target segment(s) and market, design offer, distribution plan and communication plans

- **Project Implementation and Monitoring Plan: Feasibility statements:** Provides feasibility and sustainability statements; discussion of resource availability; appropriate timelines for conducting project

- **Budget Analysis:** Presents detailed, realistic, and appropriate financial information including a budget and forecasts of costs and revenues, usually supported with charts and graphs for same

- **Plan Evaluation:** Identifies key performance metrics to measure success and effectiveness of project in a clear and comprehensive manner

- **Documentation and support:** Collects resources used to prepare proposal, following APA style guides

- **Writing & Proofreading:** Writing demonstrates sophistication in approach along with clarity and conciseness; language and formatting is expertly proofreading to eliminate all errors in style, grammar and usage