ANALISIS PROPOSAL

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Preparing Business Proposals

A *proposal* is a written offer to solve problems, provide services, or sell products. Proposals can mean life or death for a business. Why are they so important? Multimillion-dollar aerospace and engineering firms depend on proposals to compete for business. People running smaller businesses—such as electricians, contractors, plumbers, and interior designers—also depend on proposals to sell their services and products.

Types of Business Proposals

Writers prepare proposals for various reasons, such as asking for funds or promoting products and services to customers. Some proposals are brief; some are lengthy and complex. A proposal recipient could be a manager inside your company or a potential client outside your company. All types of proposals share two significant characteristics: (a) they use easy-to-understand language, and (b) they show the value and benefits of the product or services being recommended. Proposals may be classified as (a) informal or formal, (b) internal or external, and (c) solicited or unsolicited.

Figure **10.1** Components of Informal and Formal Proposals

Informal Proposals

- Introduction
- Background, problem, purpose
- Proposal, plan, schedule
- Staffing
- Budget
- Conclusion and authorization

Formal Proposals

- Copy of RFP (optional)
- Letter of transmittal
- Abstract or executive summary
- Title page
- Table of contents
- List of figures
- Introduction
- Background, problem, purpose
- Proposal, plan, schedule
- Staffing
- Budget
- Authorization
- Appendix

Figure **10.2** Informal Letter Proposal

1 Prewriting

Analyze: The purpose of this letter proposal is to persuade the reader to accept this proposal.

Anticipate: The reader expects this proposal but must be convinced that this survey project is worth its hefty price.

Adapt: Because the reader will be resistant at first, use a persuasive approach that emphasizes benefits.

2 Drafting

Research: Collect data about the reader's practice and other surveys of patient satisfaction.

Organize: Identify four specific purposes (benefits) of this proposal. Specify the survey plan. Promote the staff, itemize the budget, and ask for approval.

Draft: Prepare a first draft, expecting to improve it later.

3 Revising

Edit: Revise to emphasize benefits. Improve readability with functional headings and lists. Remove jargon and wordiness.

Proofread: Check spelling of client's name. Verify dates and calculation of budget figures. Recheck all punctuation.

Evaluate: Is this proposal convincing enough to sell the client?

Introduction. The proposal's introduction states the reasons for the proposal and highlights the writer's qualifications. To grab attention and be more persuasive, the introduction should strive to provide a "hook," such as the following:

- Hint at extraordinary results with details to be revealed shortly.

- Promise low costs or speedy results.

- Mention a remarkable resource (well-known authority, new computer program, and well-trained staff) available exclusively to you.

- Identify a serious problem (worry item) and promise a solution, to be explained later.

- Specify a key issue or benefit that you feel is the heart of the proposal.

Background, Problem, and Purpose. The background section identifies the problem and discusses the goals or purposes of the project. In an unsolicited proposal, your goal is to convince the reader that a problem exists. Therefore, you must present the problem in detail, discussing such factors as revenue losses, failure to comply with government regulations, or decreased customer satisfaction.

Proposal, Plan, and Schedule. In the proposal section itself, you would explain your plan for solving the problem. In some proposals this is tricky because you want to disclose enough of your plan to secure the contract, while being cautious about providing so much information that your services will not be needed. Without specifics, though, your proposal has little chance, so you must decide how much to reveal.

Staffing. The staffing section of a proposal describes the staff qualifications for implementation of the proposal as well as the credentials and expertise of the project leaders. In other words, this section may include the size and qualifications of the support staff. This section is a good place to endorse and promote your staff. The client sees that qualified people will be on board to implement the project. Even résumés may be included in this section. Experts, however, advise proposal writers against including generic résumés that have not been revised to mirror the RFP's requirements. Only well-tailored résumés will inspire the kind of trust in a team's qualifications that is necessary if a proposal is to be accepted.[4]

Budget. A central item in most proposals is the budget, a list of proposed project costs. Some proposal writers title this section *Statement of Costs*. You need to prepare this section carefully because it represents a contract; you cannot raise the project costs later—even if your costs increase.

In the proposal shown in Figure 10.2, Vincent Diaz decided to justify the budget for his firm's patient satisfaction survey by itemizing the costs. Whether the costs in a proposal are itemized or treated as a lump sum depends on the reader's needs and the proposal's goals.

Conclusion and Authorization. The closing section should remind the reader of the proposal's key benefits and make it easy for the reader to respond. It might also include a project completion date as well as a deadline date beyond which the proposal offer will no longer be in effect. Writers of informal proposals often refer to this as a request for approval or authorization. The conclusion of the proposal in Figure 10.2 mentions a key benefit as well as a deadline for approval.

ABI/INFORM (ProQuest) is a comprehensive business research database that delivers more than 6,800 publications, nearly 80 percent of which are in full text. Users can access diverse publication types, including annual reports, newspapers, magazines, dissertations, scholarly journals, and business cases. Figure 10.6 shows that the search terms *sustainable development* and *energy efficiency* brought up 912 full-text search results.

Figure 10.11 Comparing Bibliographic Citation Formats: MLA, APA, CMS

Modern Language Association (MLA) Works Cited

Saylor, M. The Mobile Wave: How Mobile Intelligence Will Change Everything. New York: Vanguard Press, 2012. Print.

Pazos, Pilar, Jennifer M. Chung, and Marina Micari. "Instant Messaging as a Task-Support Tool in Information Technology Organizations." *Journal of Business Communication* 50.1 (2013): 68–86. Print. doi:10.1177/0021943612465181

American Psychological Association (APA) References

Saylor, M. (2012). *The mobile wave: How mobile intelligence will change everything*. New York: Vanguard Press, p. ix.

Pazos, P., Chung J. M., & Micari, M. (2013, January). Instant messaging as a task-support tool in information technology organizations. *Journal of Business Communication, 50*(1), 68–86. doi:10.1177/0021943612465181

Chicago Manual of Style (CMS) Bibliography

Saylor, M. *The Mobile Wave: How Mobile Intelligence Will Change Everything*. New York: Vanguard Press, 2012.

Pazos, Pilar, Jennifer M. Chung, and Marina Micari. 2013. Instant Messaging as a Task-Support Tool in Information Technology Organizations. *Journal of Business Communication* 50:68–86. doi:10.1177/0021943612465181

Figure 10.12 Matching Graphics to Objectives
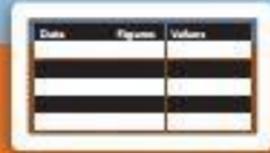
Table
To show exact figures and values

**Bar Chart**
To compare one item with others

Line Chart
To demonstrate changes in quantitative data over time

Pie Chart
To visualize a whole unit and the proportions of its components
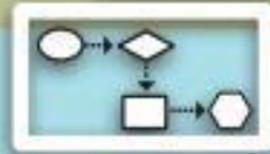
Flowchart
To display a process or procedure
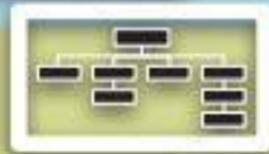
Organization Chart
To define a hierarchy of elements

Photograph, Map, Illustration
To create authenticity, to spotlight a location, and to show an item in use

Figure 10.13 Table Summarizing Precise Data

Figure 1 MPM ENTERTAINMENT COMPANY Income by Division (in millions of dollars)			
	Theme Parks	**Motion Pictures**	**DVDs & Blu-ray Discs**	**Total**
2012	$15.8	$39.3	$11.2	$66.3
2013	18.1	17.5	15.3	50.9
2014	23.8	21.1	22.7	67.6
2015	32.2	22.0	24.3	78.5
2016 (projected)	35.1	21.0	26.1	82.2

Source: *Industry Profiles* (New York: DataPro, 2015) 225

Figure **10.14** Vertical Bar Chart
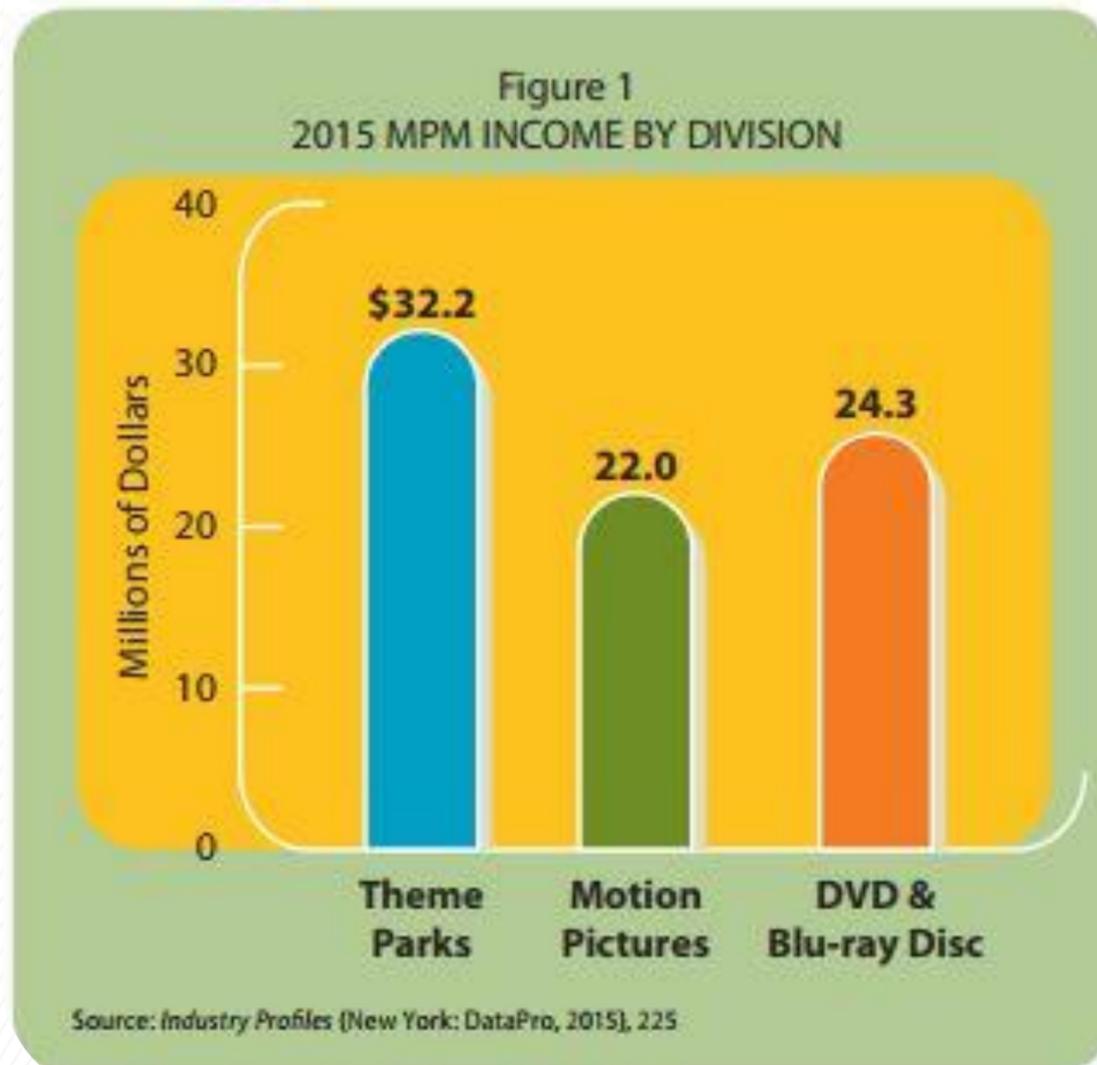
Figure **10.15** Horizontal Bar Chart

Figure 1
2015 MPM INCOME BY DIVISION

Source: *Industry Profiles* (New York: DataPro, 2015), 225

Figure 2
TOTAL MPM INCOME, 2012 TO 2016

*Projected
Source: *Industry Profiles* (New York: DataPro, 2015), 225
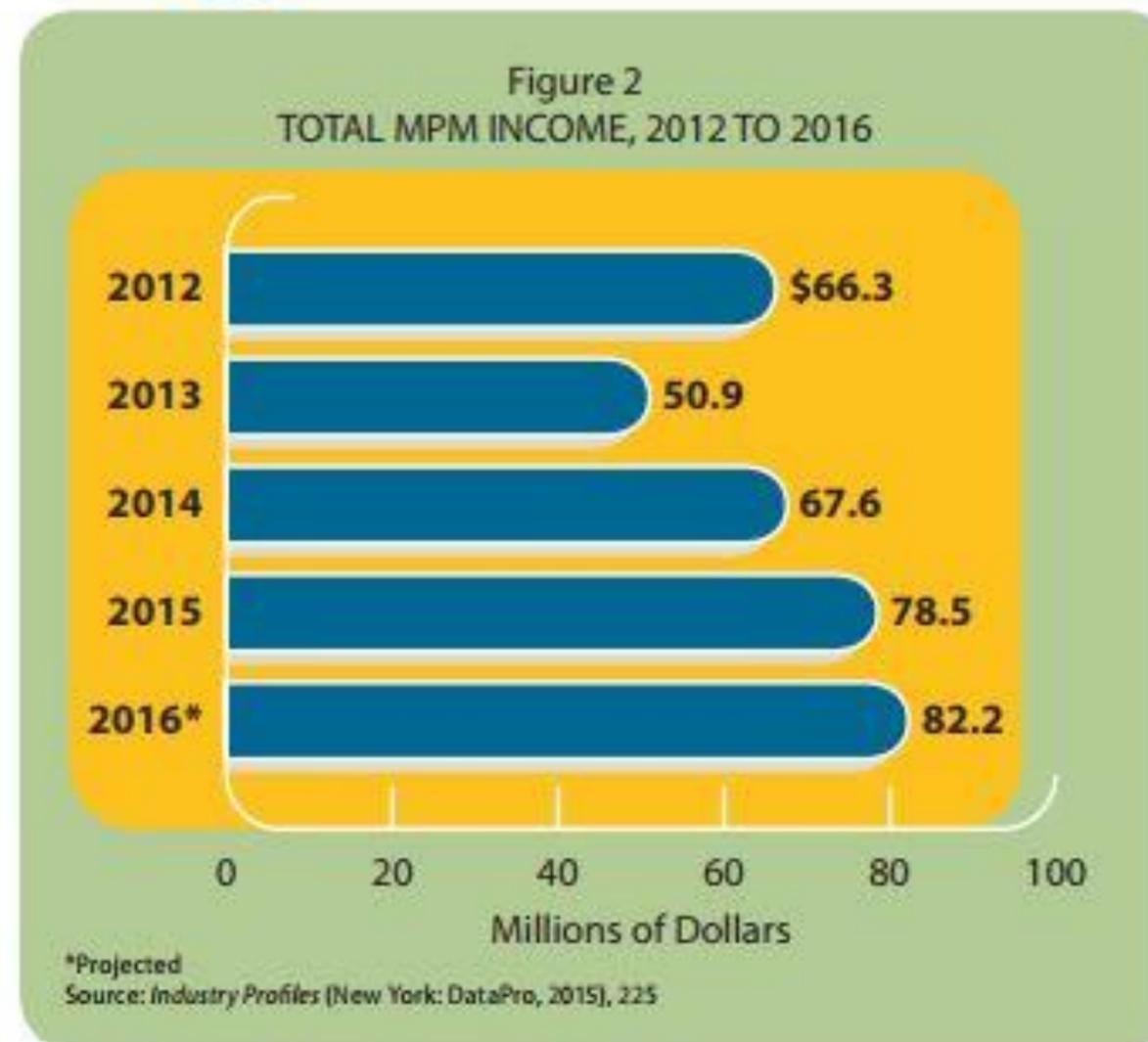
Figure 10.16 Grouped Bar Chart

Figure 3
MPM INCOME BY DIVISION 2012, 2014, AND 2016

2012
2014
2016*

Millions of Dollars

Theme Parks: $15.8, 23.8, 35.1
Motion Pictures: 39.3, 21.1, 21.0
DVD & Blu-ray Disc: 11.2, 22.7, 26.1

*Projected
Source: Industry Profiles
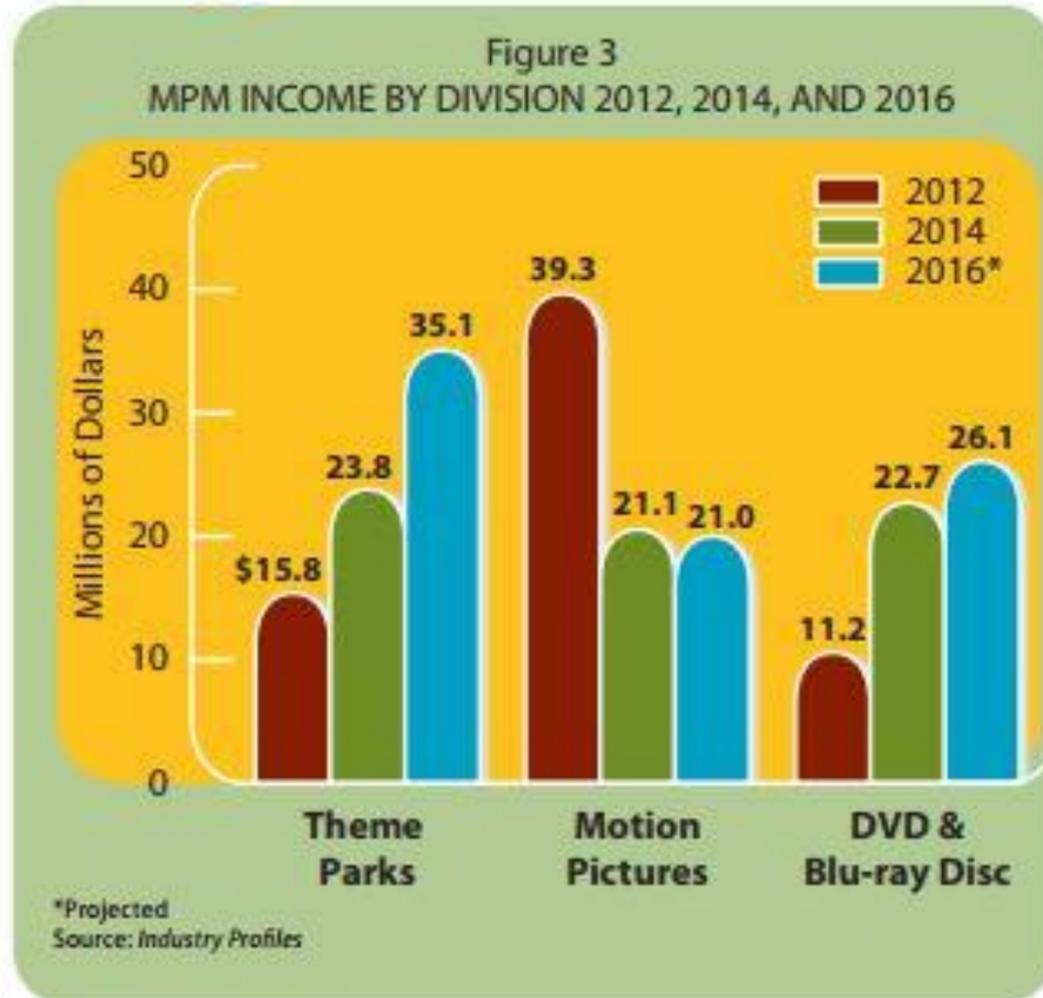
Figure 10.17 Segmented 100 Percent Bar Chart

Figure 4
PERCENTAGE OF TOTAL INCOME BY DIVISION
2012, 2014, 2016

Theme Parks
Motion Pictures
DVD & Blu-ray Disc

2012: 24%, 59%, 17%
2014: 35%, 31%, 34%
2016*: 43%, 25%, 32%

*Projected
Source: Industry Profiles
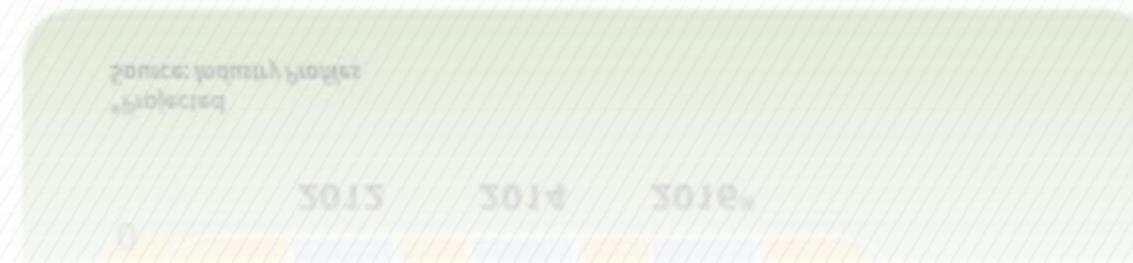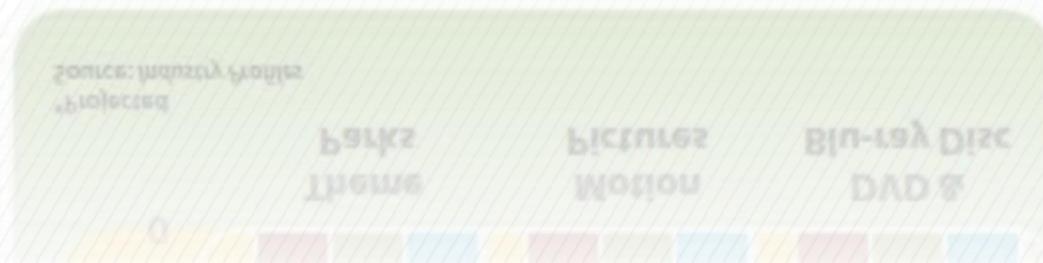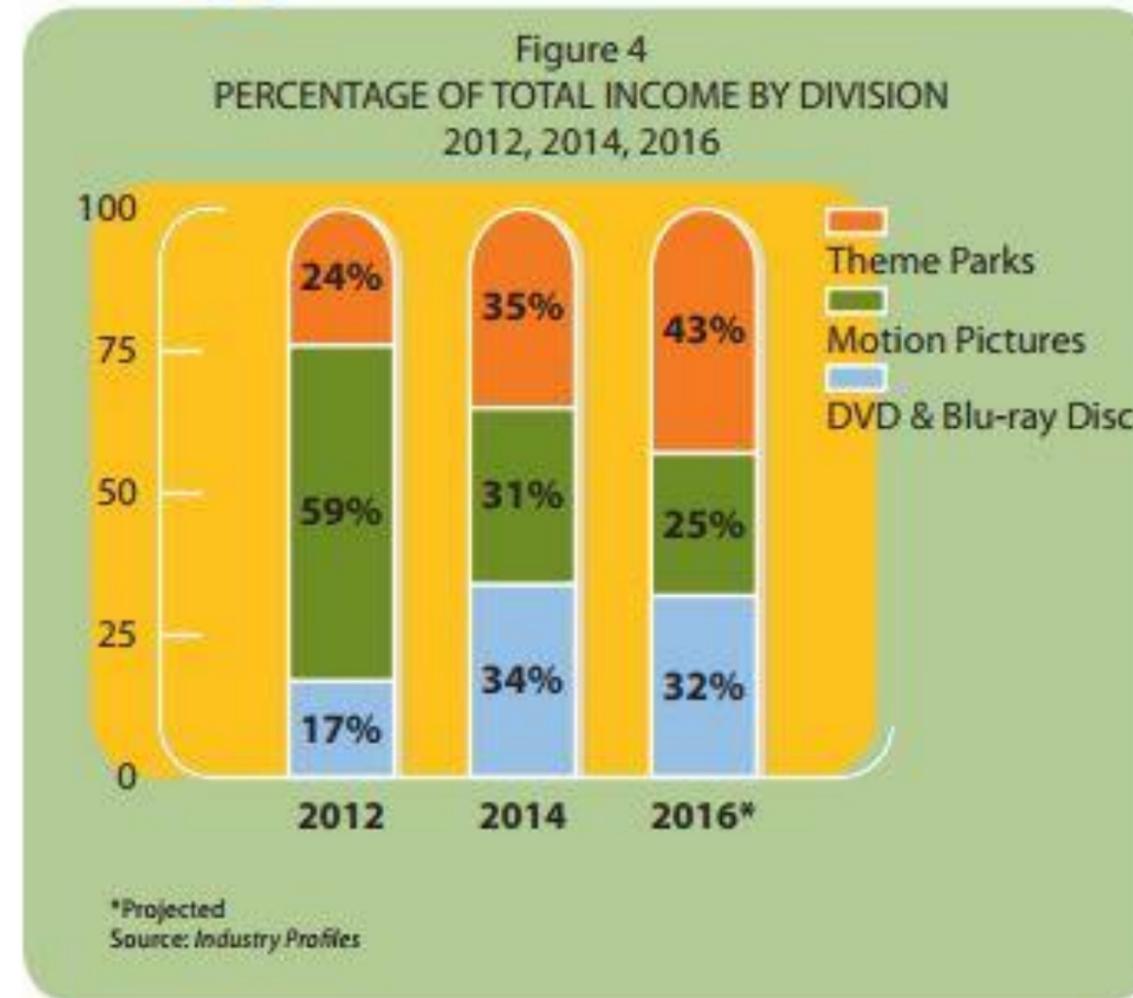
Figure **10.18** Simple Line Chart

Figure 5
MOTION PICTURE REVENUES 2011–2016

*Projected
Source: Industry Profiles, 2016
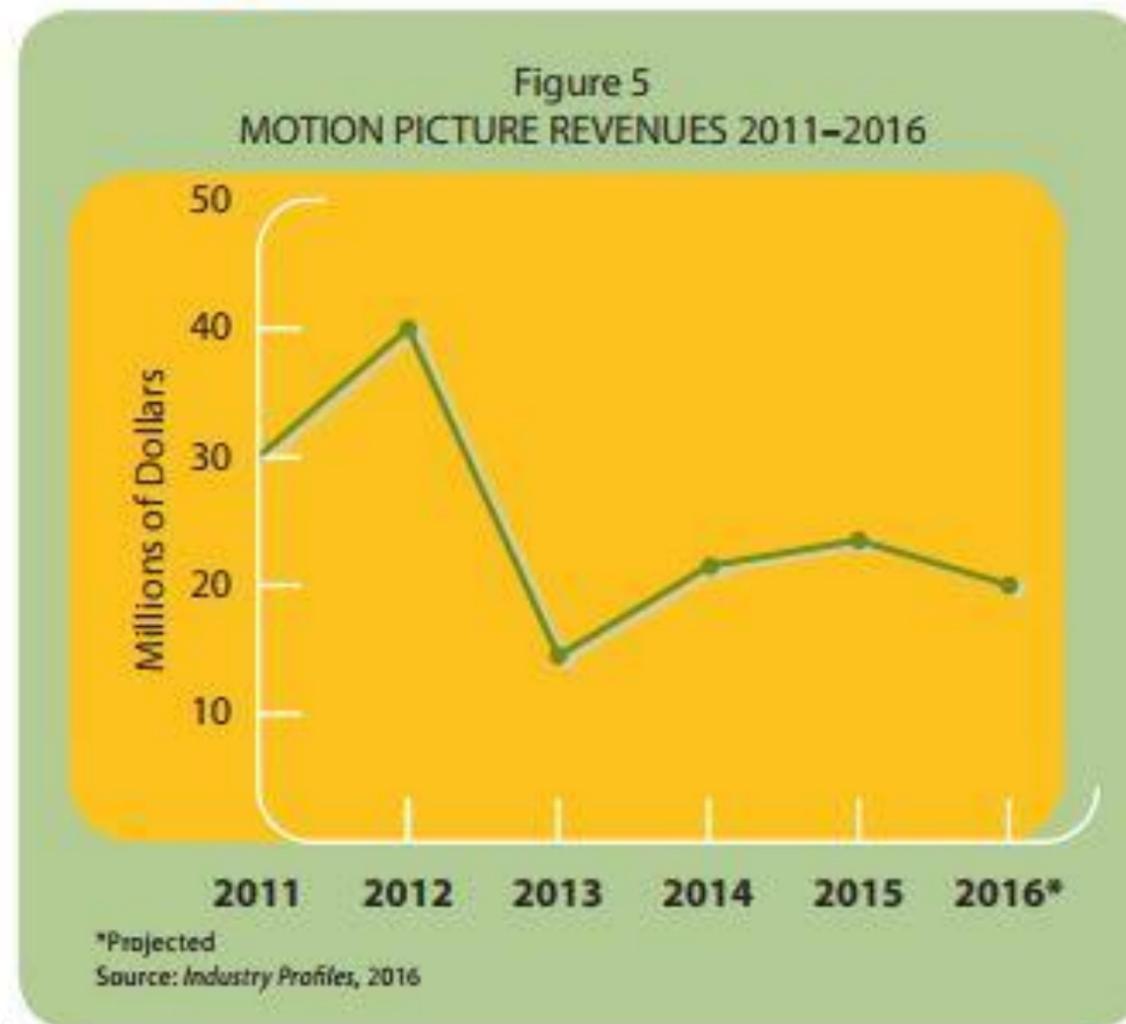
Figure **10.19** Multiple Line Chart

Figure 6
COMPARISON OF DIVISION REVENUES 2010–2015

Theme Parks
DVD & Blu-ray
Motion Pictures

*Projected
Source: Industry Profiles, 2016
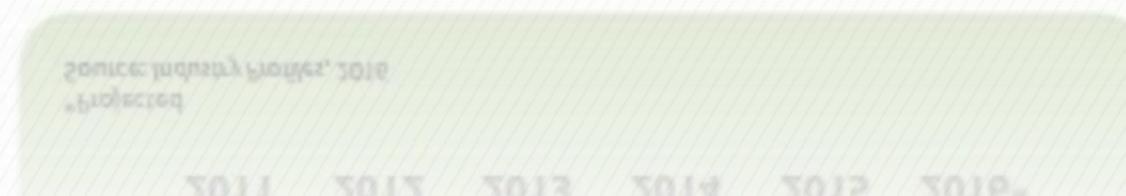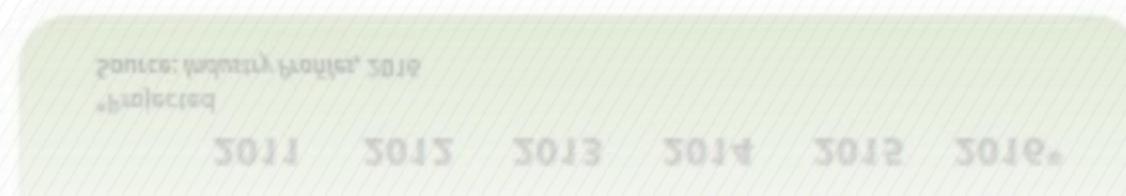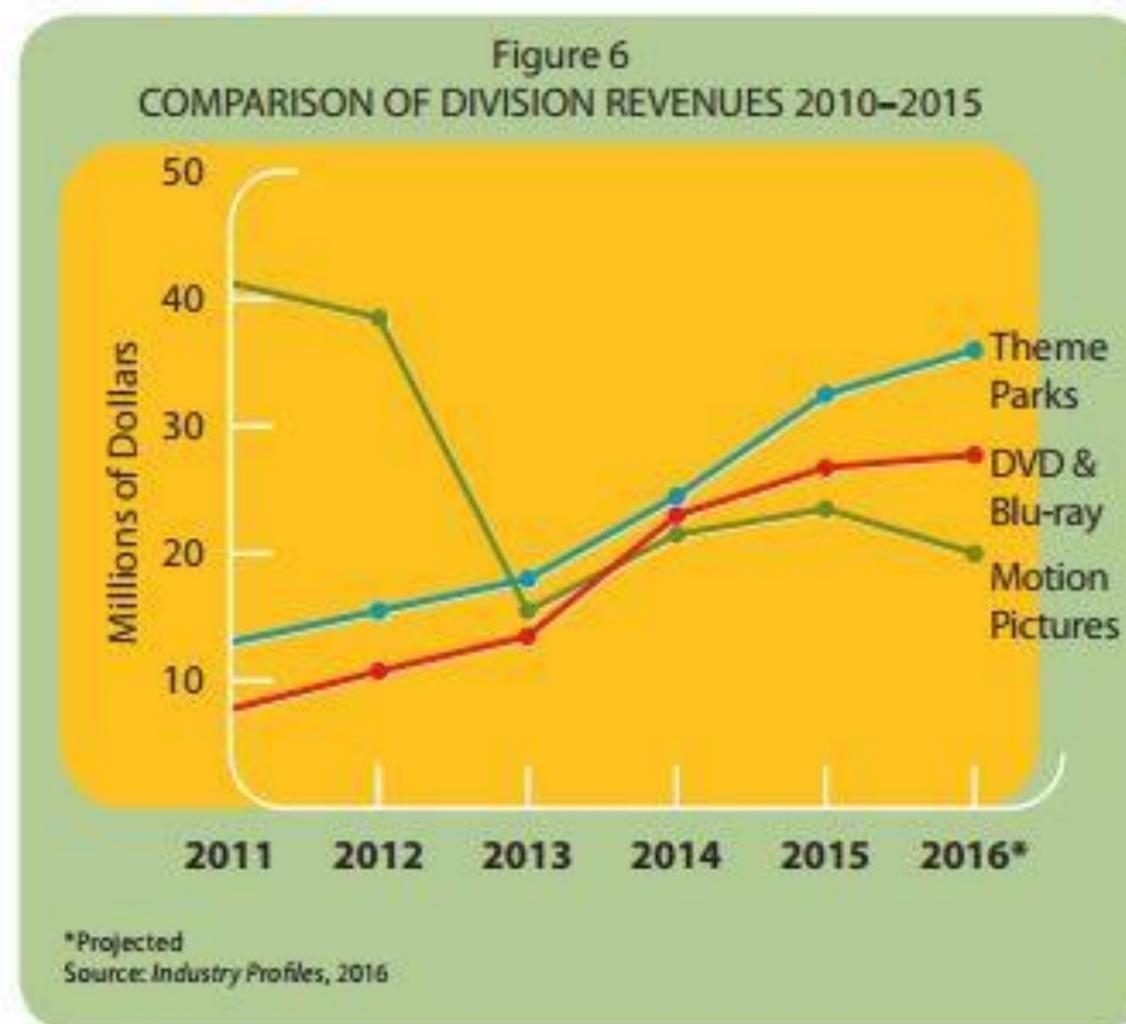
Figure **10.20** Segmented Area (Surface) Chart
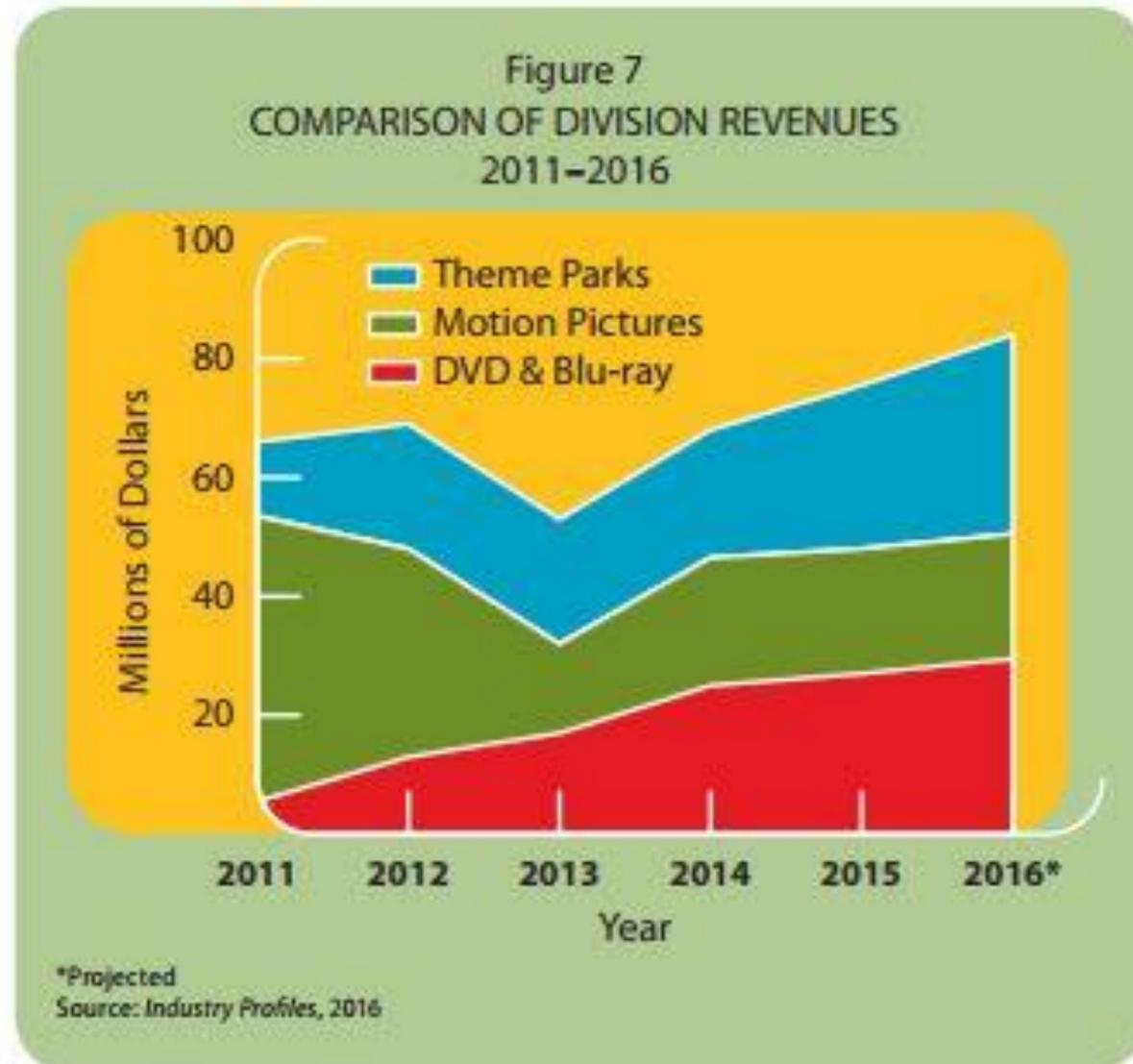
Figure **10.21** Pie Chart

Figure 7
COMPARISON OF DIVISION REVENUES
2011–2016

- Theme Parks
- Motion Pictures
- DVD & Blu-ray

Millions of Dollars

100
80
60
40
20

2011 2012 2013 2014 2015 2016*

Year

*Projected
Source: Industry Profiles, 2016

Figure 8
2015 MPM INCOME BY DIVISION

DVD & Blu-ray
31%

Theme Parks
41%

Motion Pictures
28%

Source: Industry Profiles, 2016
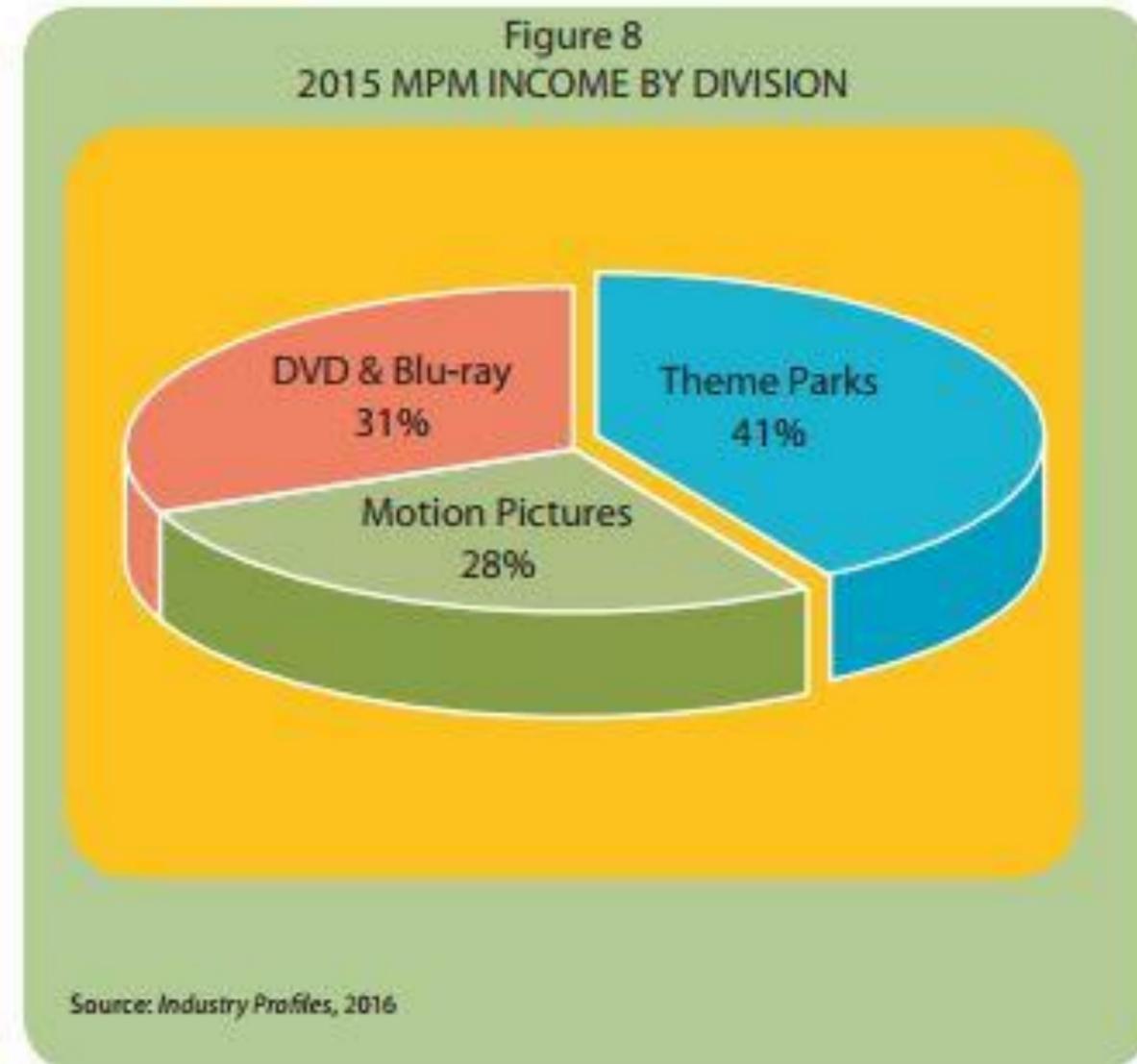
Figure 10.22 Flowchart
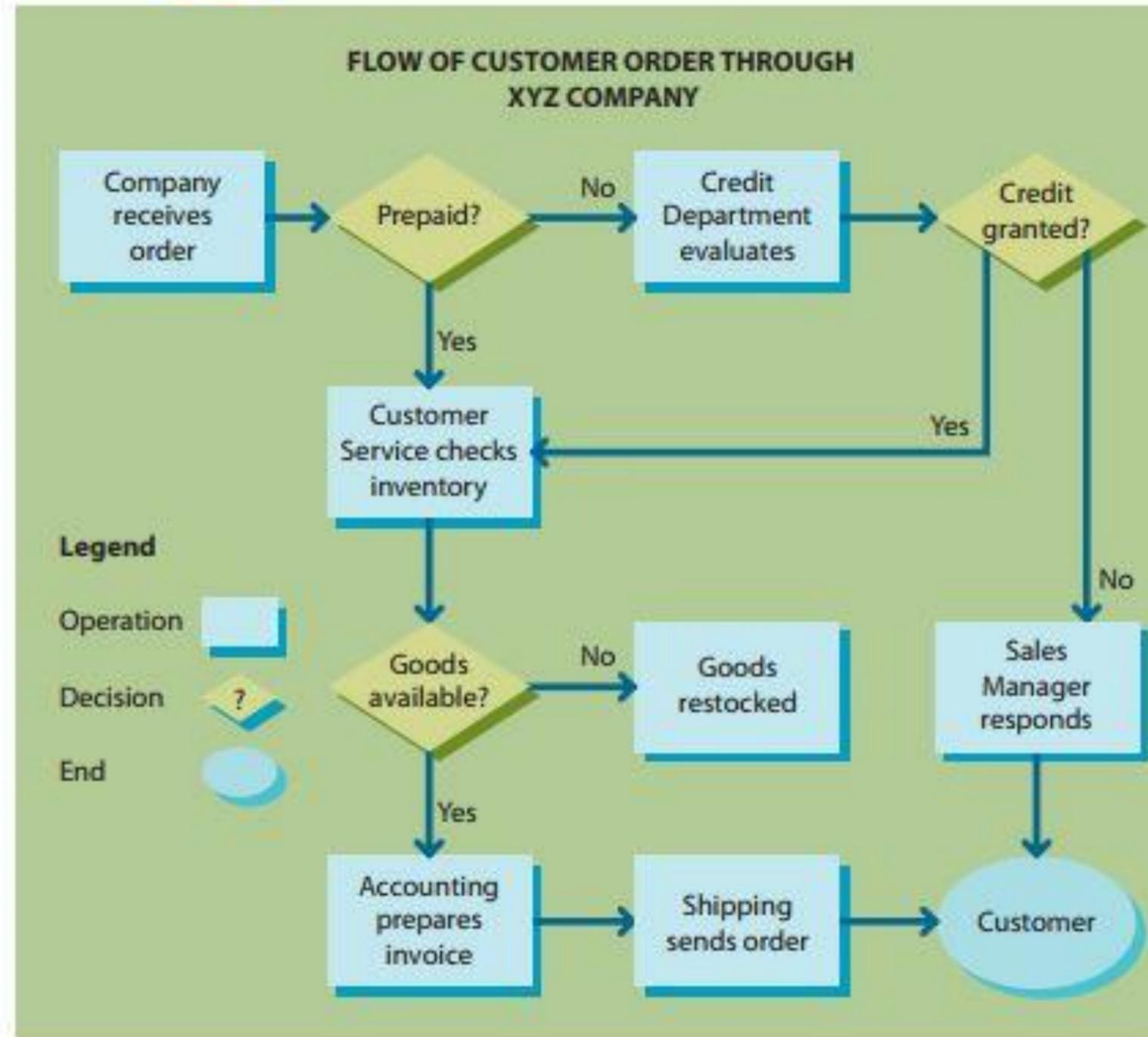
Figure 10.23 Infographic Résumé

Proposal: Startng Your Own Business

Perhaps you have dreamed about one day owning your own company, or maybe you have already started a business. Proposals are offers to a very specific audience with whom you hope to do business. Think of a product or service that you like or know something about. On the Web or in electronic databases, research the market so that you understand going rates, prices, and costs. Search the Small Business Administration's website for valuable tips on how to launch and manage a business.

REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan
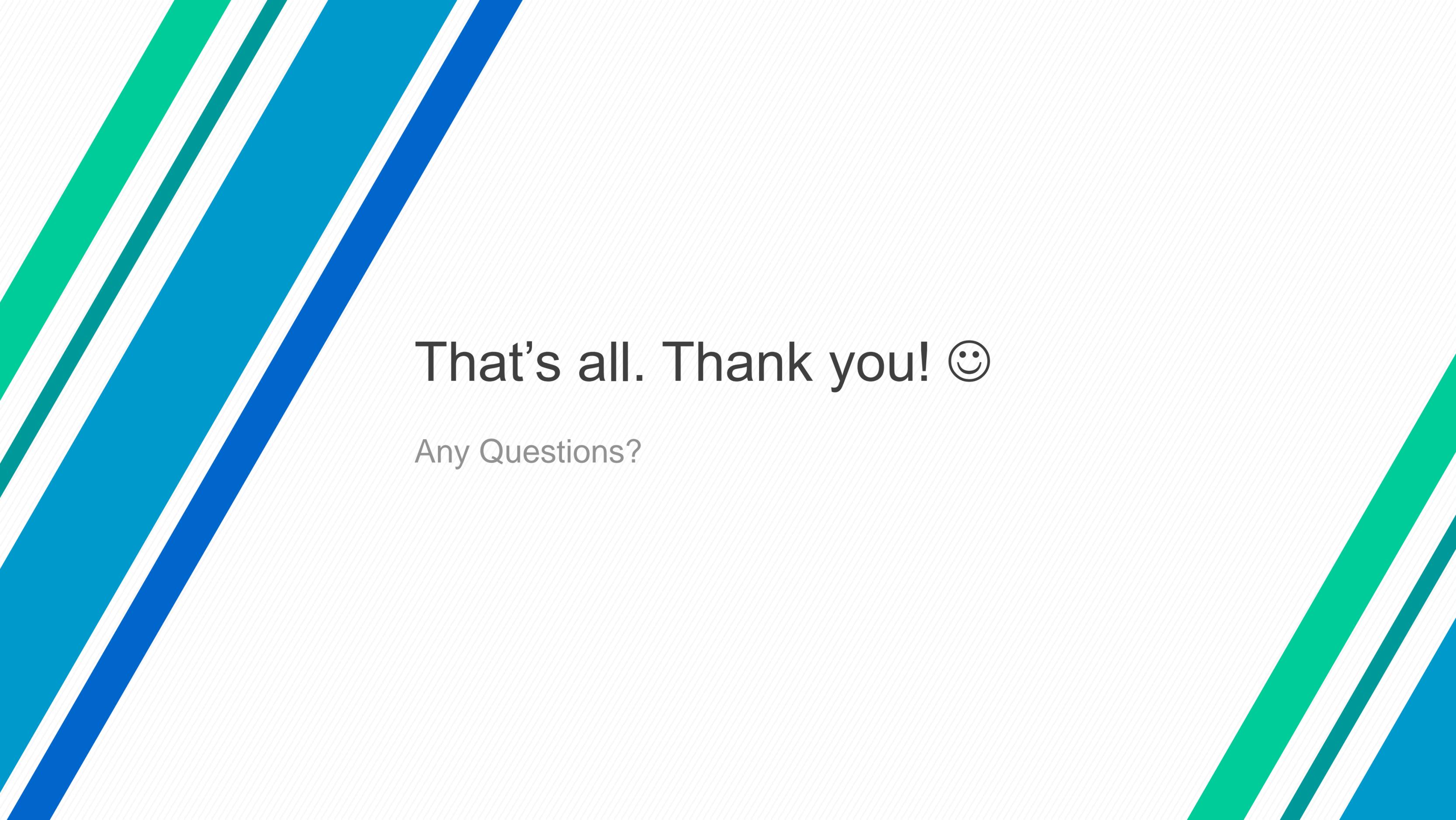
That's all. Thank you! ☺

Any Questions?