



TECHNICAL WRITING PROPOSALS

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PROPOSALS

A proposal is used to persuade the readers to accept the writer's idea.

There are two types of proposals:

1. **External proposals** : a firm responds to a request – from another firm or government – for a solution to a problem. The length of the external proposal might range from short (4-5 pages) to a lengthy of 100 pages or more.
2. **Internal proposals**: to urge someone else in the company to accept an idea or to fund equipment purchases or research.



THE EXTERNAL PROPOSALS

External proposals written to win contracts for work.

➡ *A request for proposal (RFP)* is issued by government agencies and large and small corporation. the RFP explains the project and list its specifications.

The RFP contains extremely detailed and comprehensive specifications, stating standards for minute technical items and specifying the content, format, and deadline for the proposals.



THE EXTERNAL PROPOSALS CONT....

The companies that receive the RFP write proposals to show how they will develop the project.

A team assembles a document demonstrating that the company has the technical know-how, managerial expertise, and budget to develop the project.

After receiving all the proposals, the firm that requested the, turns them over to a team of evaluators. They rate the proposals, judging the technical management, and cost sections in order to select the best overall proposal.



THE EXTERNAL PROPOSALS

PLANNING THE EXTERNAL PROPOSAL

- Consider the Audience:
 - Address each need they have expressed
 - Explain clearly how your proposal fills their needs.
 - Explain the relevance of technical data.
- Research the Situation: *needs and features*;
show how the features of your service or product
will satisfy their needs.
- Use Visual Aids: tables summarize costs, maps
might show where you will install the
workstation, etc.



THE EXTERNAL PROPOSALS

WRITING THE EXTERNAL PROPOSAL

○ The Executive Summary.

The executive summary contains information designed to convince executives that the proposers should receive the contract. (*it presents the contents of the technical, managerial and financial section*).

○ The Technical Section

- Stating the problem to be solved.
- Demonstrating the understanding of what customers expect.
- Describing the approach of the solution.
- Presenting preliminary design for a product-if needed.
- Offering alternative methods for solving the problem.



THE EXTERNAL PROPOSALS

WRITING THE EXTERNAL PROPOSAL

○ The Management Section

- Describes the personnel who work directly on the project.
- Explains the expertise of the people responsible for the project.
 - Shows the qualifications of personnel.
 - The firm's success with similar projects.
 - Its willingness to service the product.
 - Provide technical assistance.
 - Train employees.

This section includes a schedule for the project, sometimes including the deadline for each phase.



THE EXTERNAL PROPOSALS

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- The financial section

It provides a breakdown of the costs for every item in the proposal. Consists of a brief introduction, tables, figures -if needed



THE INTERNAL PROPOSALS

The internal proposal's goal is to persuade someone to accept an idea (to change something or to fund something).

For example:

- Request a new pieces of lab equipments.
- Defend major capital expenditures.
- Recommend revised production control standards.



THE INTERNAL PROPOSALS

PLANNING THE INTERNAL PROPOSAL

- Consider the audience:

- How involved is the audience?
- How knowledgeable is the audience?
- How much authority does the audience have?

- Use Visual Aids

Visuals can support any part of the proposal – the description of the problem, the solution, the implementation, and the benefits.



THE INTERNAL PROPOSALS

PLANNING THE INTERNAL PROPOSAL

Cont...

The Visual Aids could have different forms:

- Tables and graphs.
- Gantt charts: *depict a schedule of implementation (time periods verses individual process)* See figure 15.1.
- Diagrams: *Such as flow charts, block diagrams, organizational charts, and decision trees.*
- Organize the proposal:
 - what is the problem?
 - What is the solution?
 - Can the solution be implemented?
 - Should the solution be implemented?



THE INTERNAL PROPOSALS

PLANNING THE INTERNAL PROPOSAL

- What is the problem?

The problem is established according to:

- The data: *the actual facts a person can perceive*
- The significance: *the way the facts fail to meet the standard hoping to maintain*
- The cause: *the problem itself*

- What is the solution?

To present an effective solution, explain how to eliminate the cause, thus eliminating whatever is out of step with the standard you hope to maintain.



THE INTERNAL PROPOSALS

PLANNING THE INTERNAL PROPOSAL

- Can the solution be implemented?

This is done by explaining:

- The cost.
- The effect on personnel.
- The schedule for implementing the changes.

- Should the solution be implemented?

Demonstrate that the solution has benefits that make it desirable, that it meets the established criteria in the situation, or both.



THE INTERNAL PROPOSALS

PLANNING THE INTERNAL PROPOSAL

- Design the proposal.

Select the appropriate format (*formal, informal*) according to the company policy and the distance the proposal must travel in the hierarchy.

(the shorter the distance or the less significant the proposal, the more informal the format)



THE INTERNAL PROPOSALS

WRITING THE INTERNAL PROPOSAL

- Use the introduction to orient the reader to the writer, the problem and the solution.

- Why is the writer writing? Is the proposal assigned or unsolicited?
- Why is the writer credible?
- What is the problem?
- What is the background of the problem?
- What is the significance of the problem?
- What is the solution?
- What are the parts of the report?

A two-part introduction including a context-setting paragraph and a summary is the most effective way to provide all these points.



THE INTERNAL PROPOSALS

WRITING THE INTERNAL PROPOSAL

- Use the discussion to convince your audience.
 - The problem
 - Explain of the problem
 - Causes of the problem
 - The solution
 - Details of the solution
 - Benefits of the solution
 - Ways in which the solution satisfies criteria
 - The context
 - Schedule for implementing the solution
 - Personnel involved
 - Solution rejected

