

English 1119 Final Business-to-Business Proposal Assignment

The Basics:

Our final project is a major business-to-business (B2B) proposal—five to ten pages in length, with several different sections, well-researched and well-written. Remember the organization you created for your audience profile? Imagine it has received a request for proposal (RFP) from another local business that needs a product or service your organization could provide. You can make up the other business (your prospective client/customer) and their needs.

This document should outline what your organization can offer to your potential client, exactly how you would carry out your plan, and why your team would be the best choice to get the contract. In other words, you are trying to “win” business—perhaps tens or even hundreds of thousands of dollars’ worth.

This is a persuasive document—tell me why I should give you my money to provide the product or services I need.
(If your organization is a non-profit, like a charity, your proposal can be written to a potential major donor.)

Even though it should be in-depth, it must also be "scannable" and easily navigable because few readers will ever read the whole thing; they will skip to the parts they want to read. So we will have clearly delineated sections, and we will work on the proposal section by section. You'll find some useful information in Chapter 17, but the required sections below don't precisely correspond with the book's format. Examples will be posted on CNM Learn as well.

- Final document must be submitted through the link in the “Proposal” folder AND posted on the discussion board by **12:00 PM on Sunday, December 10th**
- There will also be checkpoints/due dates for various sections, mostly to help you pace your work; you should post sections due on the discussion board so you can and your classmates can get ideas from each other's work
- PLEASE NOTE: Late submissions cannot be accepted as this is the end of the semester
- Length: five to ten pages
- Text: Single-spaced, 12-point font of your choice
- Visuals (graphs, charts, diagrams, pictures, etc.): You must have at least two; you may have up to ten
- Use consistent formatting of your choice throughout
- Attractive layout
- Several reputable sources credited in-text; it is not necessary to use MLA-style formatting, but however you cite your sources, please use it consistently
- Where possible, use real facts; in many cases, however, you may have to make up reasonable details

Required Sections:

Cover Page

Executive Summary, Introduction & Mission Statement

- Greetings (can be an actual letter)
- Tells about your organization and its mission
- Highlights major points, especially those that distinguish you from your competitors

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Situation Analysis

- Identifies and/or defines the problem(s)
- Provides background
- Makes sure you and the client are on the same page
- Demonstrates knowledge of the client, their objectives, and their customers
- Can provide third-party and/or original research (polls, focus groups, and so on)
- Conditions the client for your approach

Strategy/Materials/Methods

- Defines philosophy behind your approach
- Describes measurable, achievable goals
- Defines scope
- Discusses strategy and a logical rationale
- Discusses tactics
- Describes your capabilities
- Identifies additional resources needed
- Describes quality assurance

Deliverables/Timeline

- Builds directly off of concepts in previous section
- Describes how the strategy is applied and/or implemented
- Describes which personnel will do which tasks and why
- Describes phases of project, specific benchmarks
- May provide an actual timeline or calendar
- Describes deliverables
- Explains how results will be measured and evaluated

Budget

Value Proposition/Conclusion/Thanks

- Assuming the aforementioned sections are actually carried out, you should describe the value your work will add to the client
- Will it raise the client's profile?
- Will it extend its reach?
- Will it reinforce values?
- Will it strengthen the client's talent and resources?
- Will it improve the client's finances?

Case Studies and/or Appendices (optional)