

PROPOSAL PRESENTATION ASSIGNMENT

Purpose

A proposal helps entrepreneurs and business managers think through their strategies, balance their enthusiasm with facts, and recognize limitations.

Convince yourself that a proposal is an absolute necessity. Your proposal presentation is the heart and soul of your operation provided by you to any lending institution or potential investor. Put your proposal to multiple uses. A comprehensive and realistic proposal will help you accomplish many essential objectives, including the following:

- Take charge of your entrepreneurial life. The proposal is evidence of your initiative. It shows that you have the discipline to focus your energies on an important project and understand how to achieve progress and growth, solve problems along the way, and achieve ultimate goals. The proposal is the foundation and pillars of your vision and will allow you to structure your ideas into reality.
- Lay out a master blueprint. The proposal is to the entrepreneur what a set of detailed architectural drawings is to the builder. It determines the details that will be used in reaching your objectives. It shows you the logical progression of steps needed to reach your established goal.
- Communicate your master plan to members of your team. The proposal is a concrete statement of purpose which allows you to communicate to your colleagues a step-by-step agenda for reaching your goals.
- Attract money to your project. Potential suppliers of capital and other needed resources will place great value on your proposal as they determine whether or not to participate.

General Proposal

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It is important to remember that throughout your proposal, you must inform your audience of all major factors, positive and negative, that may have an effect of the outcome of your plan. Provide the audience with the concept of how your proposal works and why it has a unique chance to shine. Make sure to ask yourself the following:

- What is the precise nature of your proposal?
- How have you developed your ideas? Give a brief history.
- What is the organizational detail of your proposal?
- What are the factors that influence your proposal?
- What are your operational procedures? (physical space requirements, machinery and equipment, raw materials, inventory and supplies)

Anticipated Challenges and Planned Responses

This section of the proposal sets forth your contingency strategies for dealing with anticipated barriers and challenges such as the competition factor, the vulnerability factor, the key people contingency.

General
Proposal

Current Situation

You should define clearly how you have come to your current position. Provide evidence that your proposal will really fly. This can include a list of people who have tentatively signed up for this service, a description of the success of a product prototype, or some other form of proof. Indicate how close you are to launching the proposal. What steps have been taken, and what remain to be taken.

Future Consequences

- Accurately identify individuals who will benefit because of your proposal. Indicate how your proposal will satisfy their unmet needs. Explain why they will buy or use your services.
- Accurately identify individuals who will be disadvantaged because of your proposal. Explain why they will not want to buy or use your services.
- Identify all competitors and review their strengths and weaknesses.
- Know how your proposal will enable you to help additional people while continuing to help the people
- Determine what resources you'll need to implement your proposal in terms of money, personnel, and time.
- Explain specifically what your proposal will accomplish and achieve.