

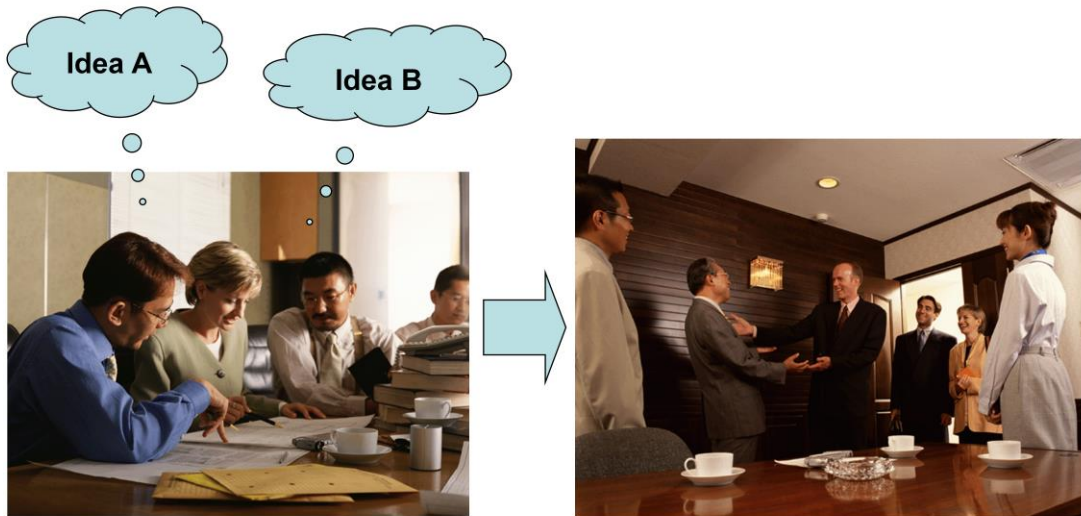
Chapter 1

What Is a Written Project Proposal?

1. What Is a Written Project Proposal?

1.1 What Is a Project Proposal?

Making a project proposal helps your client's business perform better.

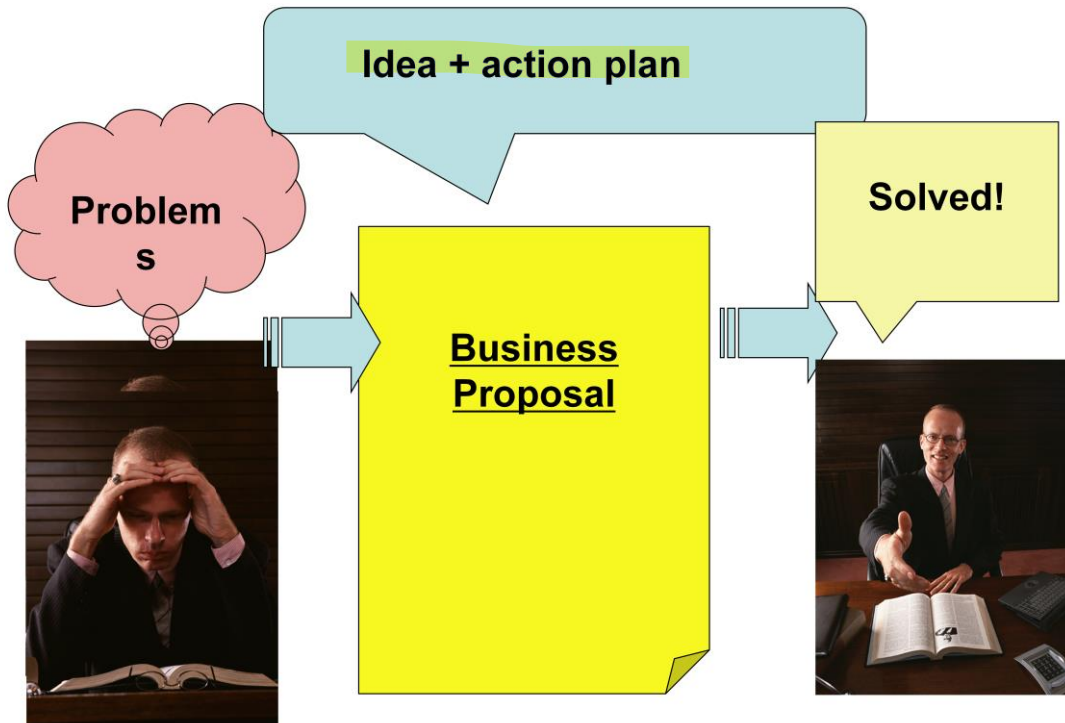


Making a project proposal helps your client's business perform better. The "client" as discussed here is not always limited to buyers of your products or services. In making a project proposal to improve business practices within your organization, your client will be your colleagues who will benefit from the improvements in business practices.

Regardless of whether the client is someone in a higher position in your organization or a party outside your company, the purpose of the project proposal is to satisfy the intended party.

* In this session, we use the words "project proposal" and "business proposal" as the same meaning.

1.2 Characteristics of a Written Project Proposal



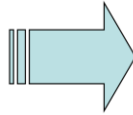
A written project proposal is a document used to plan new ideas helping your client's business perform better and to propose a project to put the ideas into practice.

The different types of written project proposals include those for new enterprises and new products, those as plans for improving business practices, and those for new projects. Regardless of the type, every written project proposal contains these factors: the presentation of new ideas (what) and a plan to put the ideas into practice (how).

Generally, ideas in business are born from the need to deal with problems. An action plan is a set of measures that themselves address those problems. In other words, the business proposal is the document which addresses the problems to solve them.

1.3 Role of a Written Project Proposal (1)

You have gone to considerable lengths to make a project proposal....



If it is not adopted...



What should you do to have your project proposal implemented?

What are the roles of a written project proposal?

Suppose that you have finished writing a splendid project proposal and presented it in front of your colleagues and those in higher positions in your company. However, your written project proposal was not adopted. Would you still call your proposal a good one?

Many written project proposals end up not adopted for reasons such as "the ideas were good but the higher-ups were not fully aware of the situation" (compared to the person making the proposal) and "the written project proposal was splendid but the client did not get to understand it enough." No matter how good a written project proposal is, it has no meaning if it fails to move the people and organization involved.

Therefore, the point is not how to write a beautiful project proposal. The key point is how to implement the project proposal. You should be well aware that project proposals are written for that purpose.

1.4 Role of a Written Project Proposal (2)

If it is adopted and carried out...

Business Proposal



NG!



OK!

It is important to make the right project proposal!

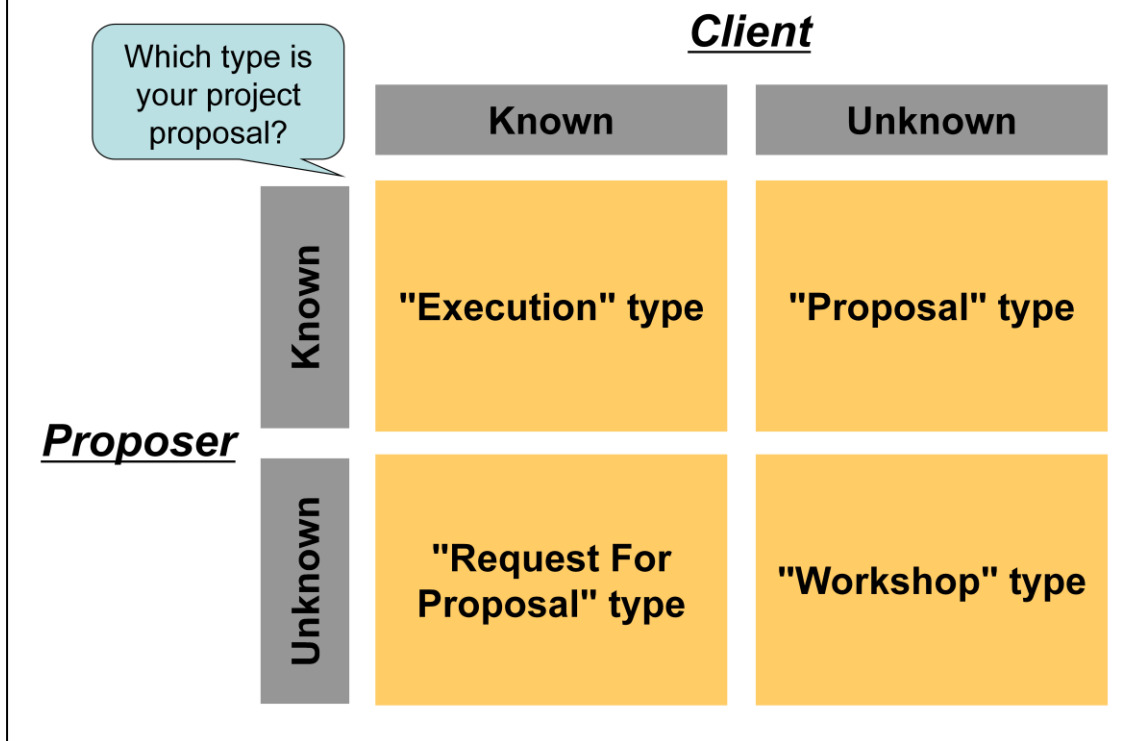
Suppose that we wrote a project proposal for a new document control system, which will increase business efficiency in the sales department. The sales department is experiencing difficulty preparing the high volume of internal documents necessary. Our proposal was adopted. However, the introduction of the system, on the contrary to the intention, increased the workload of inputting data into the system for sales representatives, resulting in lower business efficiency. The real corrective action would have been not to promote systematization but to review unnecessary business processes.

In this case, can we say that our written project proposal has proven successful?

Of course, no written project proposal has a meaning unless it is adopted. However, a written project proposal that is adopted and carried out but then proves ineffective or produces unexpected side effects that make things worse will not only be meaningless but also be harmful.

Before a written project proposal is adopted and moves people to action, it must be the right proposal. Therefore, it is more important to "do the right things" than "do things right."

1.5 Types of Written Project Proposal

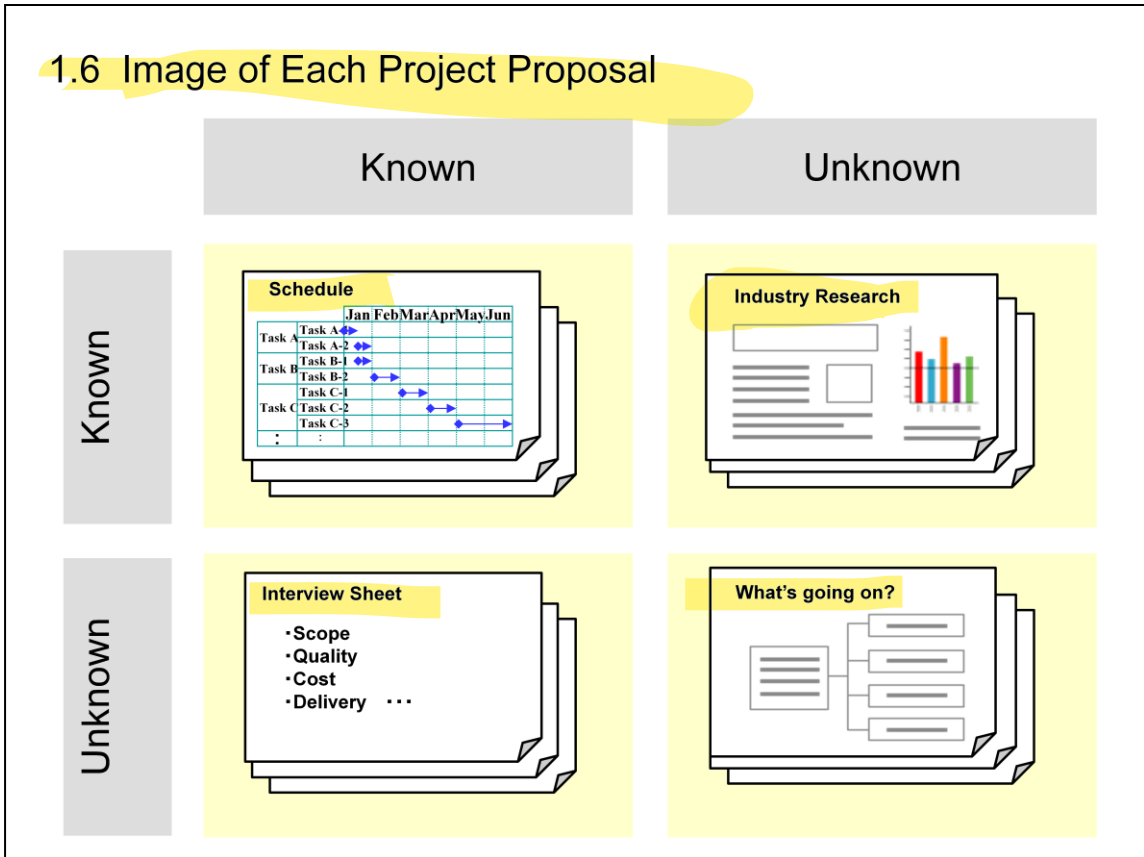


Depending on your relationship with the other party involved, you will take different approaches for a written project proposal. There are different types of project proposal, including business process improvement plans, new product development plans, and project proposals for system development in response to RFPs. The appropriate type depends on whether the project is well known to the other party.

- 1) "Execution" type: Both you (the proposing party) and the other party (the party receiving the proposal) agree on the contents.
- 2) "Proposal" type: You know the problems but the other party does not, and you are making the proposal to obtain the other party's understanding and confidence.
- 3) "Request For Proposal" type: You do not know the problems but the other party does, so you listen to your client's needs and make a proposal meeting those needs.
- 4) "Workshop" type: The project is designed to venture into unknown territory that is unfamiliar to both you and the other party. The two parties will be cooperating to discover the solutions.

The points of emphasis in the project proposal vary depending on your relationship with the other party.

1.6 Image of Each Project Proposal



Which type of proposal have you ever written?

Which type of proposal do you need to write?