Writing a Business Proposal Guide

What is a Business Proposal?
A business proposal is partly a plan and partly an act of persuasion. In a business proposal, you want to lay out your idea for a specific business, project, or other economic undertaking. This means that you need to explain all the different components that will go into making your idea come to life. However, you are also proposing this idea to an audience, which means that you need to convince them to accept your plan. To persuade them, you need to explain why your idea is important and necessary.

Think of your proposal as answering the following questions:

- What do I want to do?
- How do I want to do it?
- Why do I want to do it?
- Why should you help me do it?

Once you have an idea for your business proposal, you can begin to research potential solutions.

Parts of a Business Proposal
Business proposals come in many shapes and sizes. For the purposes of this portfolio project, your business proposal will consist of the following elements:

- **Title:** Be sure to provide a name for your project. You may also want to design a logo or symbol to “brand” your idea, or make it recognizable. You may make this its own page if you want, but it won’t count toward your 1–2 page goal.
- **Introduction:** Be sure to clearly identify the goal of the proposal. Try to hook the audience by making this section interesting and fun to read. But be clear about your idea, too.
- **Background:** Explain the problem and provide your audience with details about your problem. Details include what (or who) is causing the problem, who is affected, and possible long-term consequences if the problem is allowed to continue. Cite facts and data from your textbook and other reliable resources. You might want to include charts, graphs, or other visual aids here.
- **Proposed Solution:** Summarize your solution to the problem.
Include the following elements in this section:

- **Partners**: Explain how the government, business leaders, and citizens can help make your goal a reality. What do they need to do to help implement your solution?
- **Resources**: Identify what it will take to make your idea happen. Do you need to increase trade for certain goods and resources? Do you need land for building office buildings or factories? Do you need transportation to move people or goods? Will you need to approach banks for loans or get other investors? (Hint: Yes.)
- **Conclusion**: Wrap it all up by clearly restating the problem, outlining your solution, and emphasizing the reason that your solution will work. Consider how your plan will benefit the region and its citizens. Be sure to make this is very clear to your audience. You need to get their support!
- **Appendix**: This section is optional. Use it to include any images, graphs, charts, or maps that might help to illustrate your problem. Each piece should be its own appendix, and each appendix should be named with a capital letter. The first should be Appendix A, the second should be Appendix B, and so on. This will allow you to refer to each one specifically within your proposal.