

## Handout 7

### HOW TO WRITE A PROJECT/BUSINESS PROPOSAL

Proposal proyek mengacu pada dunia kerja, atau serangkaian rencana tindakan di sektor bisnis, komersial, pendidikan atau kegiatan penelitian. Pada dasarnya proposal merupakan wadah pernyataan ide kepada sponsor potensial, atau atasan (bila proposal ditulis oleh pegawai untuk diberikan kepada atasan) tentang apa yang akan dilakukan pihak perencana. Dalam hal ini diperlukan sekali keterampilan komunikasi bisnis. Proposal harus disusun dengan rapih, ringkas dan padat, juga dapat memunculkan perhatian orang yang akan membaca proposal tersebut.

Berikut ini beberapa contoh format proposal proyek dalam bahasa Inggris.

#### **Contoh 1**

A project proposal format consists of:

- General Information - about the Company
- Problem Statement
- Project Objectives
- Project Implementation
- Project Monitoring
- Project Documentation
- Project Budget

#### **Keterangan contoh 1**

- **General Information:** This section introduces the reader to the company. You should write a summarized history of your organization and some of the successes of the company to get the financier in a more generous state of mind. You can use this section to increase the respectability and credibility of your company, so that the first step in availing finance is completed.
- **Project Statement:** This section states the details about the project being implemented, the need and the expected result, all in a nutshell. The contents of it can be discussed in further detail over the project proposal sample, but the summary of it all is discussed in this section.

- **Project Objectives:** No doubt, you have certain expectations from this project. You want it to be a success and how exactly you intend to make it a success is touched upon in this section of the project report sample. The objectives of the project, what you intend to achieve at the end of it is given here.
  - **Project Implementation:** In [project management](#), a very crucial activity is to map your implementation plan. A lender will always want to know the critical events of your projects and will want to monitor if all the deadlines are being completed. So specify the details regarding the implementation of your project in this section.
  - **Project Monitoring:** Of course, the lender will also expect you to keep a key eye on things, and this is what you will address in this section. Project monitoring involves measuring and continuing the work on the project.
  - **Project Budget:** Without a doubt, if there is one section which grabs the attention of the lender, it is this one. The project budget needs to be very detailed and you need to specify the amount you need, and the exact breakup of what you need the amount for, under each different head.
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### **Contoh 2**

Introduction

Product or Service

Market Analysis

Customer Reach

Business Development Strategy

Management Team

Creative Fund Project Specification

Project Budget and Finances

### **Keterangan contoh 2:**

#### **Introduction**

A short background to your project and how your ideas have been generated. A summary of the key points from your business plan capturing the rationale behind your application will be good.

#### **Product or Service**

This selection criteria is based on clearly designed products and services with features

demonstrated to be unique and offer a clear value to potential customers. In addition to that, an impeccable understanding of your supply chain, in particular your prototyping and manufacturing requirements and how to fulfill them is needed.

### **Market Analysis**

Selection criteria for the products or design will involve a clearly quantified high value market with few competitors as well as a clear understanding of your supply chain, especially your trade and retail. Also a brief mention of [business growth strategies](#).

### **Customer Reach**

This involves:

- Description of market (location/size and value quantified where possible)
- Description of how you will reach your potential customers in terms of the sales platform, marketing and promotion
- Order fulfillment for your product or service.

### **Business Development Strategy**

A properly articulated business development strategy is the foundation of your project. So with the help of questions like what are the strengths and weaknesses of your business, what are the identified opportunities and threats that exist for your product/service offer and so on, elucidate that.

### **Management Team**

The individual or the team involved needs to show a clear commitment to the success of the project in terms of the time and resources that will be required to ensure success. They will also need to demonstrate that they have the necessary set of skills to make the project a success. Mention the profile of team, its roles and responsibilities, demonstration of time and financial commitment to the business and who will be the lead contact.

### **Creative Fund Project Specification**

The proposal has to clearly mention the project plan for which the loan is sought, outlining the plan's objective(s), milestones, and how this will be achieved.

### **Project Budget and Finances**

The application should show a detailed budget prepared for Creative Seed Fund expenditure and the business' cash flow in connection with project delivery and beyond. Further, this section should also indicate the pricing strategy for the product or service and how this has been worked out.

**Contoh 3**

*Company's Name, Address and Usual Letter Head*

**Executive Summary**

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**Business Description**

Year of Foundation:

Current Activities:

Background of Current Activities and Projects

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Summary of the Goal

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**Market**

Current Market Description

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Proposed Market Description

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Market Research

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Economic and Financial Specifications

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**Products and Services**

General Product Description

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Technical Product Description

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Production Description

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Financial Specifications

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**Organization and Management**

Organizational Structure

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Key Personnel

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Creditors

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Investors

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Concluding Remarks

### **Keterangan contoh 3:**

#### **Executive Summary**

It is suggested that you begin to write the executive summary of your plan after you finish writing the other parts. Because it is a summary of your entire report. It is the most important part of the report as it is the first and probably the only thing that the investors read in your report. If they like the summary they will get in touch with you and demand a presentation. To write a good executive summary remember the following – write the summary in a strong and positive language, don't let it exceed 2 pages, let the focus of the summary be on your idea and cash flow, don't include any details and make it easily scannable.

#### **Product or Service**

Describe your product or service here. The reader of the plan should be able to imagine the product immediately. You should also explain the need of this product or service. If the product already exists you should explain how yours is different from the existing one. Next, clarify the manufacturing process of the product. But keep it short.

#### **Legal Matters**

Legal matters will always be a part of any business, new or old. The legal matters involve the ownership details, the profit distribution, [copyrights](#), [trademarks](#), [patents](#), etc. These things are different for different countries and you will have to conduct an in depth research in this area before filling this section.

#### **Competition and Market Research**

The competition and [market research](#) is a very important part of any business plan. Here you will have to include the profiles of your top competitors along with their market share. You also have to mention your strategies to get an edge over these companies. Then you have to assert your predictions regarding any future competitors.

#### **Marketing Plan**

The [marketing strategies](#) section will include your sales strategies, your pricing models, the promotion tactics and other selling related details. Here you will also need to put forth your approach toward building a brand and reputation. The most important part of this section is your unique selling proposition.

#### **Team**

No business can be made successful by one or two people. A team is very important for the successful implementation of your idea. You will need people from every field like marketing, advertising, technical etc. But avoid involving any close friends as things can get ugly if the business is facing problems or anyone is not working seriously. You can take help from acquaintances but no close friends.

#### **Finance and Revenue Streams**

This is the part where you explain to the investors your funding requirements and the investment model. Your revenue streams will also need to be explained with proper details. This section is

going to be the decisive factor and should be paid a lot of attention. Read more about [business financing](#) to understand the concept better.

#### **Contoh 4**

##### **TITLE**

##### **PROJECT OVERVIEW**

##### **BACKGROUND INFORMATION/STATEMENT OF THE PROBLEM**

##### **PROJECT DETAIL**

- Goals & Objectives
- Clientele
- Methods
- Staff/Administration

##### **AVAILABLE RESOURCES**

##### **NEEDED RESOURCES**

- Personnel
- Facilities
- Equipment/Supplies/Communication
- Budget

##### **EVALUATION PLAN**

##### **APPENDICES**

Cara membuat ringkasan atau ulasan proyek:

- Ulasan proyek atau ringkasan harus ditulis secara ringkas dan jelas. Hal ini dikarenakan pembaca diasumsikan sebagai orang yang sibuk, tidak punya banyak waktu untuk membaca keseluruhan. Untuk itu perlu sekali menjadikannya spesifik dan ringkas padat. Pada bagian ini jangan terlalu banyak bercerita secara detil tentang aspek-aspek dalam proposal.
- Ulasan proyek atau ringkasan hendaknya menjadi kerangka pikir yang menjadi acuan bagi pembacanya.
- Gunakan ulasan proyek untuk menunjukkan pengetahuan anda tentang organisasi yang akan dimintakan sebagai sponsor (bila proposal bersifat sponsorship). Perhatikan hal-hal kunci yang menjadi perhatian utama organisasi calon sponsor, kemudian kaitkan dengan proyek yang diusulkan.

