

Assignment #3 – Formal Proposal

Overview: For this unit, you will write a Formal Proposal to a client/customer (external executive/technician audience). You will consult a minimum of five sources to create your draft and will include a cover letter and audience analysis. You should write as if you were already an employee of the organization you identified in Assignment #1.

Pay-back: Most companies and organizations produce proposals to secure new business and thus ensure their continuation and profitability. Proposals written for external audiences have legal implications. In all cases, proposals are persuasive, problem-solving documents usually written by a team of employees.

Assignment – 100 Points

Write a Formal Proposal

- 70 points – Draft a Formal Proposal for a client/customer. You have a choice and should choose depending on what your client/customer needs.
- You must include an expanded definition of a key term, a minimum of 2 graphics, a theme, examples of persuasion suitable for your audience, and 1 appendix.
- Your Formal Proposal must be typed and 4-5 pages in length, not including the title page or cover memo/letter. Include a cover page with a 2-part title, the recipient's name and organization, your name and organization, the due date and a 2-3 line abstract. Use a header/footer to lend a professional look to your document.
- Include the sections of a proposal as they are listed in your text (pp. 567-603).
- Option A: Sell one of your company's products to a customer. Ex., Oracle database software, new chemical coating, side-impact airbags. You may write as if you were responding to a client or customer's Invitation to Bid or Request for Proposal.
- Option B: Sell one of your organization's services to a client. Ex., systems management for new construction project, training package for new videoconferencing software. You may write as if you were responding to a client or customer's Invitation to Bid or Request for Proposal.
- 20 points – Create a Works Cited list that includes 5 sources you paraphrase in drafting your document:
 - o information from or about a competitor (what do they offer?)
 - o information from or about your customer/client (what do they need?)
 - o a journal article about the product/service you are selling (what do the experts say?)
 - o your textbook (what to include in a Formal Proposal?)
 - o a credible website (.edu, .org, .net) (what are the issues?)
- 5 points – Write a Cover Letter to your client/customer (see Word templates).
- 5 points – Write an audience analysis of your reader, along with a description of what the reader's organization needs/wants from your company.
- NOTE: The Formal Proposal, Cover Letter and Works Cited **must** be in the proper format, match the needs of your client's company/organization, accomplish the purpose, and be error-free.

Due Dates

Rough Drafts are due for Peer Review: One week
Final Drafts for Submission: Two weeks