Proposal

— A proposal is a formal offer written in response to a specific request or opportunity with a prospective client. It proposes a unique idea or a solution to a client's problem. It is evaluated on whether they meet a client's expectations regarding goals, timelines, deliverables, and budgets.

→ Writing a good proposal is a very important tool for organizing time and resources to complete a project which fully realizes your objectives. It outlines the plan of the implementing organization about the project, giving extensive information about the intention, for implementing it, the ways to manage it and the results to be delivered from it.

The proposal has a framework that establishes ideas formally for a clear understanding of the project for the donor. Thus, a → proposal facilitates appropriate words for the conception of an idea.

Most proposals fall into the category of 'persuasive writing'. Proposals can be written for many different purposes and can take different forms. Proposals are very often made by proposers to provide some goods or services to the receivers.

— Characteristics of Proposals:

① Proposals are persuasive documents as these try to convince the reader of the suitability of a particular course of action.

② Proposals are generally written for an external audience though in some cases they may be made for internal purposes, by one department for another or from an individual to the management.

③ Proposals may be solicited or unsolicited.

④ They vary in length from a couple of pages to several pages.

⑤ Proposals may be made by individuals or organizations for both individuals and organizations.

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- Types of Proposals:

Proposals may be solicited or unsolicited. Solicited proposals are invited, that is, the awarding organization calls for proposals from interested individuals/parties. The awarding organization lays down the requirements that the proposal should contain. In many cases, a standard format is provided for the parties to submit their proposals. Government agencies routinely ask for proposals from potential suppliers.

Unsolicited proposals are also called prospecting proposals. They are more detailed and should catch the receiver's attention. They require more background information and should be persuasive so as to convince the reader of the suitability of the proposal.

In addition to the above, proposals may be typically research proposals which include details of the plan of the research, needs and objectives of the research and the budget of the research. It can also be an Internal/External proposal.

- Format/content of Proposal:

The proposal may be in the format of a letter (mostly in the case of proposals being sent within organizations), or a form proposal (in which the form is supplied by the organization calling for proposals) or in a detailed report form.

Sample: Case 1 (Solicited Proposal) [External]
The Orissa Tourism Development Corporation (OTDC) publishes the following 'Request for Proposals' (RFP) in national newspaper:

Request for Proposals

The Orissa Tourism Development Corporation (OTDC) plans to develop a world-class beach resort, an 18-hole golf course and a marine aquarium at

*** Snorkelling is the practice of swimming on or through a body of water while equipped with a diving mask, a shaped breathing tube called a snorkel, and usually swimfins.

Brahmagiri, near Puri, to cater to high-end tourists from America, Europe and Japan. The resort will provide 5-star accomodation for 250 guests, speciality as well as multi-cuisine restaurants, spas, gymnasia and facilities for aquatic sports such as boating, water-skiing, snorkelling, besides adventure sports such as para-gliding, trekking, etc.

Proposals for participation in the project on a public-private Partnership (PPP) basis are invited from companies having experience of setting up and operating similar resorts elsewhere. The partnering company will be required to develop the resort at its own cost and manage it for a 15-year period, after which ownership will vest in the government of Orissa. During the initial 15-year period, the partner company will be required to pay 10 per cent of the gross revenues to OTDC as royalty. The government may, however, enter into an agreement with the partner company after the expiry of this period allowing it to retain the management for a specific term beyond the initial period. The government will provide all necessary infrastructural support for the project including land, water and power connections, road and telecommunication links etc. free of cost. A 25-acre site, adjoining the sea front at Brahmagiri, has been acquired and ear-marked for the project. A landing strip and helipad will also be constructed by the government near Brahmagiri.

Proposals should include:

(i) details of eligibility: whether the proposer has the necessary expertise and experience to participate in the project;

(ii) details of the project activity to be undertaken by the proposer;

(iii) estimated project cost;

(iv) estimated time-frame for the project;

(v) the proposed terms and conditions for setting up and operating the resort.

Project proposals should reach the Managing Director, Orissa Tourism Development Corporation, Acharya Vihar, Bhubaneshwar-751009, not later than 15 June 2021.

Proposal Drafted in response to the 'Request for Proposal'

(a) Covering Letter:

Welcome Holiday Resorts Pvt. LTD
Panji, Goa

18 June 2021

The Managing Director
Orissa Tourism Development Corporation
Acharya Vihar
Bhubaneswar 751009

Subject: Brahmagiri Beach Resort Project

Dear Director:
In response to your Request for Proposals, published in the 'Times of India' of 7 June 2021, we enclose a detailed proposal for participation in the Brahmagiri beach-resort Project.

Our company, which has its head office in Panjim, Goa, was founded in 1975. We are primarily a hospitality company which owns and operates 3 beach resorts in Goa and also manages a holiday resort in Maldives in partnership with the Government of the Maldives. Our ~~efforts~~ offices in

Frankfurt and Rome collaborate with tourist agencies in Europe and we also have a tie-up arrangement with Lufthansa Airlines to run chartered flights to Goa and the Maldives for our guests.

During 2019-2020, our 4 resorts hosted a total of 3500 guests, mainly from Europe, representing an occupancy rate of 72 percent. The company's turnover in 2019-20 was Rs 900 Crores.

In addition to our Hospitality Division, which operates all guests facilities, we have our own Construction and Engineering Division which is responsible for the development and maintenance of all our properties. Our total employee strength is 750.

We are confident that our company meets all the eligibility requirements for participation in the OTDC's Satpara project and we look forward to an opportunity to extend our activities to Orissa, which has the potential to develop into one of the most attractive tourists destinations in the country.

We are enclosing, together with our detailed proposal, our company's Annual Report for 2019-2020, and also a brochure introducing the company and the unique features of our resorts.

We look forward to a positive response from you.

Yours sincerely,
(Mario d'Souza)
Managing Director

Enclosures:
1. Detailed project proposal.
2. Company's Annual Report for 2019-2020.
3. Publicity Brochures.