

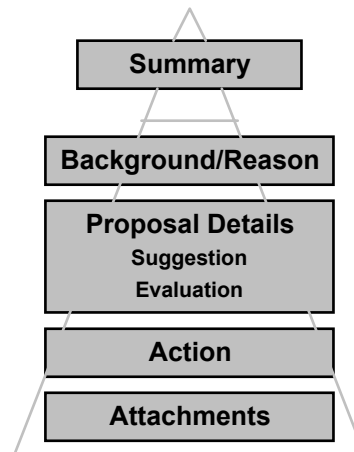
Writing Informal and Semiformal Proposals

Overall Plan

All proposals, regardless of their length, contain the following:

- A **Summary** that describes briefly what is being proposed and identifies any significant factors (such as cost).
- **Background** information that outlines the circumstances that have caused the proposal to be prepared.
- Definitive **Details** that describe what needs to be done, how it will be done, what the results will be, and why the proposer has the capability to do the job. This is the body of the proposal
- An **Action Statement** that requests approval to go ahead, or for the reader to make a decision or act.
- **Attachments** or **Appendices** that contain detailed evidence that supports statements made in the body of the proposal.

Short Single-Solution Informal Proposal



<i>This part...</i>	<i>Contains...</i>
Summary	What you want to do, or want done (this is your main message).
Background	The circumstances that led up to your writing the proposal -- all the history.
Details	A detailed description of <ul style="list-style-type: none"> • the proposed change or improvements, why they are necessary, and what they will cost. • an evaluation of the viability of the proposed changes and the effect they will have, including any problems that will evolve and how they will be overcome.
Action	A firm statement identifying what you want done, when, and by whom.
Attachments	Supporting data, such as drawings, plans, cost estimates, and computer printouts.

Example: Single-Solution Informal Proposal***Southmoor Bakeries*****Interoffice Memorandum**

To: Lila Carstairs, Production Manager
From: Kimmy Soong, Supervisor, Production Control
Date: March 5, 2002
Re: Proposal to Change to Biodegradable Shrinkwrap

Summary Statement I am proposing that we switch to biodegradable shrinkwrap for our baked goods when the current supply of non-biodegradable shrinkwrap is exhausted. The cost will be 8% higher, but the sales department considers that the change will increase sales more than enough to offset the cost.

Reason/Background This is probably just the right moment to make the change. The Southern Ontario public is becoming increasingly sensitive to the combined problems of finding new landfill sites and filling them with plastic-based bags and products that never decompose. If we were to advertise that we are switching to a biodegradable shrink-wrap because it is more ecologically sound, we would be seen to have lined up with public opinion. Coincidentally, we would be changing to a Canadian-made product.

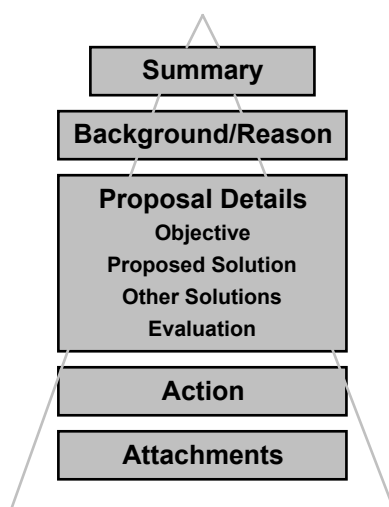
Details: Suggestion The non-biodegradable shrinkwrap we currently use is "Clarifilm," an imported film distributed by E-Z Distributors of Hamilton, Ontario. The biodegradable shrinkwrap I am proposing is "Ecowrap," which is manufactured and distributed by Filmwrap Ontario Inc, of Mississauga. Ecowrap starts to decompose 30 days after use, which is at least two weeks beyond the "Best Before" date of any of our baked goods.

Details: Evaluation I have tested a sample of Ecowrap on the Otto MK 111C wrapping machine and found only minor adjustments were necessary: mainly the tension required to feed the film from its roll into the machine's pick-up rollers, and the need to make a -1.4°C adjustment to the heat-sealer temperature. Neither change affects operation.

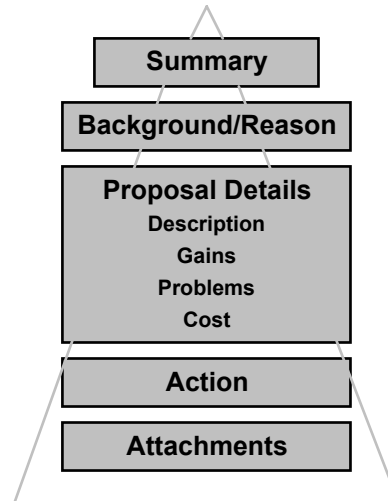
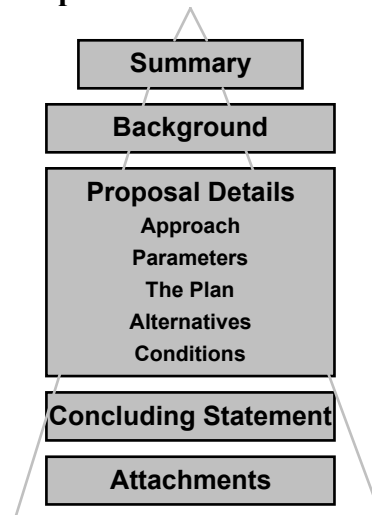
Mark Hamilton in the sales department has drawn up a draft news-paper and flyer advertisement, which will be released on the day we start using Ecowrap. He predicts that the increased cost to wrap each product package (which I estimate will average \$0.0047) will be offset by the increased sales generated through public awareness.

Action Statement I propose that we use Ecowrap on a trial basis for the remainder of 2002. May I have your approval by March 25 to place my next order for Shrinkwrap with Filmwrap Ontario Inc?

Multiple-Solution Informal Proposal



<i>This part...</i>	<i>Contains...</i>
Summary	A synopsis of the key points of your proposal. It should identify the purpose, the main advantages, the result, and probably the cost (this information is drawn from the Background, Details, and Action compartments). In more formal proposals, the Summary may be called the Abstract .
Reason/ Background	A description of the situation, condition, or problem that demands attention, and the circumstances leading up to it. This part is often called the Introduction .
Details	An introductory statement followed by four sub-compartments: 1. The Objective defines what needs to be achieved to improve the situation or condition, or resolve the problem, and establishes the criteria that must be met.
Proposal Details (continued)	2. The Proposed Solution offers what the writer considers to be the best way to achieve the objective. It includes a full description of the solution, the expected result or improvement, how the solution will be implemented, its advantages and disadvantages, and its cost. 3. Alternative Solutions show that the writer has considered alternatives. Each should address the same topics as for the proposed solution. 4. The Evaluation analyzes the various solutions and compares each against the criteria for an optimum solution established in the Objective. (Note: solutions should not be compared against each other.)
Action Statement	The Outcome compartment recommends what action needs to be taken. It is often called the Recommendations and should be written in strong, positive terms.
Attach- ments or Appendices	The Supporting Data comprises drawings, sketches, cost analyses, spreadsheets, etc, that provide evidence that establishes the validity of statements made in the body of the proposal

Single-Solution Semiformal Proposal**Longer Multiple-Solution Semiformal Proposal****A Comment on the Flexibility of Proposal Design**

We have shown you four designs for informal and semiformal proposals, each of varying length and complexity. However, the designs are not “cast in stone.” As a writer of proposals, you should be ready to change the designs shown here to fit the information you have to convey, the situation you are investigating, and the reader you are addressing.