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Understanding of Perfect Proposal Writing for a Software Project

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Abstract: *The proposal writing is very important tool for software project management. It provides all details to solve certain problem. It is challenging task. The project proposal is a tool -not a goal. Proposal writing is only one of the phases of project management. It converting the plan into a project document. It should be followed as closely as possible & deviations should occur only when necessary. If some of the numerous actions that form a logical sequence of events usually referred to as the project cycle.*

Keywords: *Target group, Business goals, Technical goals, Strategic goals*

I. Introduction

A common format in industries where projects are undertaken for external clients involves the customers or client providing a brief or terms of reference and the project manager replying with a proposal or proposal initiation document. A project proposal is a detailed description of a series of activities aimed at solving a certain problem. To write proposal is a challenging task since it is customer centric. In many environments, a contract is sought with an organization or the government. The software organizations prepare a proposal in the hopes of obtaining a contract for the work. During the proposal writing process, much of the project planning will be accomplished or approximated. It is essential that the proposal being written should be clear, thorough and targeted. The proposal should contain a detailed explanation of the:-

- **Justification of the project:-** Title, names and place of the organization, goals and objectives of the project are defined in detail.
- **Activities & implementation timelines:-** Technologies, schedule and resources are defined in detail.
- **Methodology:-** Methods and techniques are defined in detail.
- **Human, materials & financial resources required:-** Man power, finance and other resources are defined in detail.

II. Elements of the project proposal

- **Project title:-** Project title, the place & date of project preparation, the name of the lead organization & the name of the donor agency to which the proposal is addressed is given in detail.
- **Goals & objectives of the project:-** Business benefits in terms of cost and schedules are defined carefully to improve the estimation accuracy on all software projects in the project proposal.
- **Description of project activities:-** The problem statement, The projects objective, Implementing organizations, Key project activities, resource allocation to employees and the total project budget are described.
- **Description of expected project results:-** The future outcomes of the inputs are estimated in advance.
- **Project implementation plan:-** Project Implementation Plan provides a description of the planned deployment, installation, and implementation approach. Include whether the system will be implemented using a phased approach or an "instant-on" approach.
- **Resource allocation:-** People, money, equipments and materials are allocated according to phases.
- **Project personnel:-** The details of man power according to tasks is defined in the proposal writing.
- **Detailed project budget:-** Income, expenditure and direct-indirect costs are described in the project.
- **Other technical means:-** Other technology supports are described according to type of projects.
- **Division of financial sources:-** Financial sources are divided according to techniques, tools and tasks.

III. Process to write a project proposal

The key decision to be making at this stage is the structure of the project proposal (including the content and length). The structure is determined by the nature of the project as well as by the funding agency's requirements.

Proposal format

1. Title page:-The title page should indicate the project title, the name of the lead organization, the place & date of project preparation & the name of the donor agency to which the proposal is addressed.

2. Project title:-The project title should be short & concise.

3. Content page:-The content page enables readers to quickly find relevant parts of the document. It should contain the title & beginning page number of each section of the proposal.

4. Abstract:-Many readers lack the time needed to read the whole project proposal. It is therefore useful to insert short summary. The abstract should include:-

- The problem statement.
- The projects objective
- Implementing organizations
- Key project activities
- The total project budget.

5. Context:-This part describes the background from which the project is initiated. It should contain relevant data from research carried out in the project planning phase or collected from other sources.

6. Project justification:-It is divided into four or more subsections:-

- Problem statement:- Description of specific problem(s) the project is trying to solve, in order to “make a case” for the project.
- Priority needs:- The problems are resolved on the basis of priorities.
- The proposed approach:-Should describe the strategy chosen for solving the problem & precisely how it will lead to improvement.

The implementing organization:-Capabilities of your organization by referring to its capacity & preview project record.

7. Project aims:-

- Project goals
- Project objectives
- Project results

8. Target group:-Define target group & show how it will benefit from the project.

9. Project implementation:-

○ Implementation plan:- The list of activities, costs and schedules used to achieve the objectives is called implementation plan.

○ Activity plan (schedule):- how the work is divided into different activities is planned.

○ Resource plan:- what resources are needed and how they allocate to different activities is planned.

10. Budget:- Budget is calculated by using income, expenditure and direct-indirect cost.

○ Income:- Money received by an individual or business in exchange for providing a good or service to an organization.

○ Expenditure:- The total finance spend for goods and services by an organization.

○ Direct-indirect cost:- The money spend directly or indirectly for goods and services in an organization.

11. Monitoring & evaluation:-

Should indicate:-

- How & when project management team will conduct activities to monitor the project’s progress.
- Which methods will be used.
- Who will do the evaluation?

12. Reporting:-

○ Schedule of project progress & financial report could be rest in the project proposal.

13. Management & personnel:-

Brief description should be given of the project personnel, the individual roles have assured & the communication mechanism that exist between them.

To write proposals that put the client at the center of the response, we need to answer seven questions

1. What is the main problem?

Be brief about the problem, if you have not done this, you have not understood their (customer) problem.

2. Why does this issue need to resolve?

For example, the likely reason may be that proposal may be in response to new government legislation or a perceived competitive threat.

3. What goals need to be accomplished?

- Business goals
- Technical goals
- Strategic goals

4. **What has the highest priority?**
5. **What products or services can achieve these goals?**
6. **What results could follow each of your recommendation?**
7. **How well does the proposal read?**

IV. Conclusion

This needs to be done in a planned manner. All proposals are checked to see if they meet all requirements. This reduces risk of requirements being missed and ensures that all proposals are treated consistently. All problems can be analyzed and resolved by using proposal writing. Proposal writing gives the whole details about the software project. It provides the plan for future activities.

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