

# BUSINESS PROPOSAL WRITING

SKILLS



SHAH ALAM  
SELANGOR

## OVERVIEW

This course is designed to teach participants on how to write a winning proposal. Winning proposals are persuasive, interesting and easy to read. They demonstrate clear objectives, specific time frames, reasonable budget requests and doable deliverables. A winning proposal, which is properly written and is reached to the proper hands, can bring these two parties together to build a successful partnership.

## METHODOLOGY

Visual	50%	Power Point Slides Note Printouts
Auditory	25%	Video Clips Activity Observation
Kinesthetic	25%	Role-play & Indoor Activities

### Module 1 - Introduction to Proposal Writing

- Definition of proposal
- The Difference between proposal and report
- Identifying the target audience for proposal and appropriate template

### Module 2 - Understanding Proposals

- Objectives of proposals
- Types of proposals
- Identifying the right type of proposal for your organization

### Module 3 - Getting Started

- Identifying key points to be highlighted in the proposal
- Defining goals and objectives of the proposal
- Performing need analysis
- Planning the structure of the proposal
- 7C's of effective writing

### Module 4 - Rule of Thumb in Proposal Writing

- General Business Terminology
- Reading between the lines
- Proper structure and style in business writing
- Sample templates in proposal

### Module 5 - Proposal Planning

- Information / Data Collection
- Project Concepts and Mission
- Time Frames and Milestones
- Results and outcomes
- Budget and costing

### Module 6 - Business Feasibility Study

- Product or service elaboration
- Market Analysis
- Industry competitors
- Proposed / Current Business model
- Marketing and Sales Strategy
- Management and Personnel requirements
- Critical risk factors
- Financial projections

### Module 7 - Writing Skills -Part 1

- Organizing information
- Construct powerful and impactful sentences
- Avoiding weakling verbs
- Persuasive writing
- Creating strong transitions
- Building up to conclusion

### Module 8 - Writing Skills -Part 2

- Educating the Evaluator
- Ghosting the competition
- Using illustrations
- Using the readability index
- Proofreading like a pro

### Module 9 - Office Writing Skills

- Writing Professional Emails, Memos & Letters
- Meeting Terminology
- Writing Effective Reports
- Structure and Style

COURSE OUTLINE

## REGISTRATION

(03) 5544 6312  
(03) 5544 6363

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masayu@sirim.my

## FEES

**RM1500/ PAX**

(Discount: 3 or 4 pax - 5% /  
5 pax and above - 10%)





Standards+Training+Consultancy

## MANAGEMENT AND SOFT SKILLS TRAINING BUSINESS PROPOSAL WRITING SKILLS

Training Date: \_\_\_ / \_\_\_ / 20\_\_\_

Shah Alam, Selangor

### REGISTRATION FORM

Contact Person			
Company Name			
Company Registration No.			
Address			
E-mail			
Contact No.	HP:	Office:	Fax:

Please tick  for organisation type:

Local company	Individual	SME	MNC
Organisation/ Association	Company registered under state agency	Government	Others (organisation / societies / international)
GLC	Foreign company	Koperasi	Professional & technical services

Please tick  to indicate the nature of your business :

Aerospace	Agricultural	Automotive	Building/Construction	Chemical	Communication
Defence	Distribution	Education and Industrial Training Services	Electrical and Electronics	Environment	Financial/Banking
Food and Beverages	Green Technology	Health Related & Social Services	Tourism & Related Travel	Information Technology	Machinery and Equipment
Medical Devices	Nuclear Fuel Industry	Oil and Gas	Plastics and Rubber Products	Pharmaceuticals	Power Plant Industry
Publishing/Broadcast	Research and Development	Shipbuilding	Textile/Clothing	Timber And Wood	Transport
Water Supply Industry	Others (Please specify):				

#### PARTICIPANT

No.	Name	Position	Email	Mobile No.
1.				
2.				
3.				
4.				
5.				

Signature : .....

Date : .....

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Official Organisation  
Stamp :



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