BUSINESS NAME

Project Title

Project Proposal

Title: *Keep it simple and effective. The title should provide a clue to the type of project solution and/or raise a question in the reader's mind about the problem you will address.*

Introduction: *Summarise the project proposal in a short paragraph that 'pitches' your idea and gives a clear idea of what will be achieved. How will the proposal address the aims and objectives of the project? How will it add business value for your client?*

Methods: *How did you arrive at your solution and what steps did you take to research the problem? Who was involved in the process of consulting and ideas generation? What criteria did you utilise in the process of selecting the final idea and how was it then further developed into a finished proposal.*

Problem Statement: *A problem is often described as a gap between a current state and a desired state. Can you define this gap in a short sentence? How does it effect/affect people involved? Try and think about the who, what, when, where of the problem but also consider when it is not a problem.*

Problem Solution: *What product or service will you deliver as a solution to the problem? Can you describe what it will look like? How it will work? What the client will actually get? This is an opportunity to really go into detail about exactly what your solution will do and how you intend to implement it. Be descriptive and list the project outputs in detail if necessary. This is not a project plan though and you should think of this section more as though it is the design specification for the project. Elaborate on this so that you can agree with the client exactly what features need to be included in the specification. Make sure the client agrees this specification before you plan the project.*