

English Lesson 14

BUSINESS PROPOSAL

When we want to create an activity or plan something, we need to make a proposal. The proposal is used as a reference in carrying out what has been planned. Launching from the Hot.liputan6.com page, the definition of a proposal according to experts is as follows.

According to Rieefky, a proposal is a form of activity design made in a formal and standardized form. Meanwhile, according to Hasnun Anwar, a proposal is a plan prepared for certain activities. Meanwhile, according to Jay, a proposal is a standard management tool so that management can function efficiently.

Hadi argues that a proposal is a structured proposal for a business cooperation agenda between institutions, companies, proposed activities to solve problems. Meanwhile, according to Keraf, a proposal is a suggestion or request to someone or an agency to do or perform a job.

In general, proposals have the purpose of obtaining financial assistance, support, and permits. Not only that, proposals are also used to propose the establishment of a business, submit tenders and various institutions, hold events (celebrations, seminars, training, etc.), and conduct research.

Proposal Characteristics

1. Contains a Summary of Activities or Research

The proposal contains a summary of the activity or research to be carried out. The proposal explains in detail starting from the background, objectives, activity schedule, to the technical implementation.

2. There is a Party Submitting the Proposal

In the proposal, there must be a party submitting the proposal. The activity proposal that submits the committee. Business proposals are submitted by companies or business people. The research proposal that submits is the researcher.

3. There is an Intended Party

In a proposal, there must be an intended party. In general, proposals are addressed to parties who have licensing authority or to sponsors and donors to provide financial support.

4. Serves as a Notice

A proposal serves as a notification of the activity or research to be conducted. With the proposal, the relevant parties will understand the design of the activity or business or research.

5. Uses Standard Language

The language used in the proposal is a standard and formal language variety. Every word, spelling, and writing format must be in accordance with standard language. However, non-formal proposals usually do not use standard language.

6. Has a Writing Structure

The next characteristic of a proposal is that it has a writing format and structure in accordance with applicable regulations. The structure of the proposal also depends on the type of proposal. However, in general, it must contain background, problem formulation, objectives, implementation techniques, and closing.

7. Systematically Organized

The proposal must be organized systematically and sequentially. It must be organized coherently from the beginning to the end. It should not be flipped back and forth because it will confuse the reader.

8. The Content is Accountable

The content of the proposal must be accountable to the author. Every explanation and information written must be correct and precise so that the proposal can be accepted by the intended party.

Types of Proposals

1. Research Proposal

Research proposals are proposals used in academia. For example, research proposals for theses, journal articles, theses, dissertations, and so on.

2. Activity Proposal

An activity proposal is a proposal used to carry out an activity. This proposal usually contains plans for individual or group activities. For example, art performances and exhibitions.

3. Business Proposal

A business proposal is a proposal related to business, either individual or group. For example, a proposal to establish a business, a proposal for cooperation between companies, and others.

4. Project Proposal

Project proposals are proposals used in the business world, which contain a series of development activity plans.

5. Formal Proposal

A formal proposal is a type of proposal that uses language with a standard or formal variety. A formal proposal contains three main parts, namely the introduction, the content of the proposal, and supplementary data.

6. Semi-Formal Proposal

A semi-formal proposal is a proposal that does not have a complete structure like a formal proposal. However, this proposal uses a standardized form.

7. Non-formal Proposal

A non-formal proposal is a proposal that is less formal and official. In general, this proposal is submitted in the form of a memorandum or letter.

Business Proposal Concept and Framework

In doing business, we need a proposal to propose a business proposal or idea. Proposal itself in the Big Indonesian Dictionary (KBBI) is defined as a plan outlined in the form of a work design. As for business in the Big Indonesian Dictionary (KBBI) is defined as commercial business in the world of trade; field of business; trade business.

A business proposal is an offer letter that can be categorized as a convincing document. This is because a business proposal is a document used to convince clients to buy products or use services or accept company offers.

A business proposal has a framework as a reference for making it. The following is a business proposal framework summarized from the Cimbniafa.co.id page.

1. Explain the Purpose in the Introduction

To attract investors or clients, a business proposal must add objectives in the introduction. The goal is to explain the vision and mission of the business to the targets that will be achieved in the future. Of course, the objectives must be in line with the background of the business establishment.

2. Include the Company Profile

Including a company profile is important. There are various methods for writing a company profile. However, one thing is certain, the company profile must be included in clear and straightforward language. So, investors or clients will understand how much potential the business Grameds is running.

3. Organizational Structure Information

Organizational structure is important to include. Because, it is a reference to information about how the flow of the business organization is being undertaken. Information about the flow of the organization is also a consideration that helps investors or clients to assess the level of optimization of the operational flow in the business.

4. Show Product and Target Market

In a business proposal, it is necessary to add information about the advantages of the products or services offered. The introduction of product advantages must be explained in detail. Not only that, information about the target and position of the Grameds business in the market so that investors or data clients see the seriousness of Grameds in doing business.

5. SWOT Analysis

The thing that needs to be added in a business proposal is the results of a SWOT (strength, weakness, opportunity, and threat) analysis. SWOT analysis will show the strengths and weaknesses of the

current business conditions. Furthermore, in the opportunity section, it can be filled with various opportunities that can be achieved in the business development period.

In the SWOT analysis, prioritize financial benefits. This is because, taking into account the expectations of investors who are also looking to benefit from the success of the business being prepared is also important. SWreOT analysis also helps Grameds mitigate or minimize risks and threats in the future.

6. Business Plan and Strategy

Business plans and strategies are one of the important elements included in a business proposal. The existence of business plans and strategies gives investors an idea that Grameds has clear goals in developing the business. Thus, investors or clients will be determined to provide capital or work together.

7. Attach Financial Statements

Financial statements are one of the important elements included in a business proposal. Usually, investors before signing a contract need to know the company's financial picture. A good and neat financial report will help investors to trust the financial management in the company so that they are confident in providing capital or cooperation.

8. Closing and Appendices

The last part of the business proposal outline is the closing and attachments. This section is important because it provides a summary of the goals and values of what Grameds offers to investors or clients. Attachments are also important to add as supporting data, references, or reinforcement of the business.

Business Proposal Structure

1. Cover

The cover must be made with the following notes.

- As attractive as possible
- Neat
- Contains information that can attract the reader's attention
- Contains the title of the business plan, company name, company address (if any), year of production, logo (if any).

2. Endorsement Sheet

3. Foreword

4. Table of Contents

5. Introduction

Consists of the background and purpose of making the product.

6. Product Description

Consists of the type and name of the product (brand) to be marketed; packaging used; The process of making products produced by the company; the advantages and uniqueness of the product from similar products or class products; sources of raw materials; Partnership plans with raw material suppliers.

7. Business Description

Consists of the following.

- The executive summary is a brief statement of the business to be run; determine the needs and justify its financial feasibility; must be able to attract the attention of the reader. Should use the 5W + 1H method.
- Vision and mission of the company.
- Organizational structure of the company
- Company location, should pay attention to several factors, namely the source of raw materials, the location of the market / consumers, supporting facilities and infrastructure, licensing, community, and so on.

8. Marketing

Consists of the following.

- Potential and market opportunities of the product to be marketed
- Targeted consumer profile (market segmentation, target market and positioning)
- Product marketing strategy includes approaches in terms of sales and distribution methods, packaging, promotion and pricing policies.

9. Financial

The financial section consists of the following.

- Capital requirements
- Source and use of capital
- Financial statements (sales projections, L/R projections, Cash Flow projections, Balance Sheet)
- Break-even point analysis (BEP)

10. Appendix

The attachment section consists of the following items.

- Biodata of the leader and group members
- Biodata of the supervisor
- Product photo