

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 describe d.
- **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.

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