

Worksheet 3: A business proposal

- 1 Read the information box and the summaries of the three parts of a business proposal (a–c). Then read the sections (A–C) of the model proposal. Match these to the three summaries, then put them in a logical order 1–3.**

In a business proposal, a company tries to win a contract from a client by showing that it understands the problems the client faces, that it can offer solutions to those problems, and that it has the experience and market knowledge to be trusted.

- a The problem statement
In this section, the proposal shows an understanding of the problems the client faces.
- b The proposed solution
In this section, the proposal offers expert solutions to all the problems.
- c The promise of reliability
In this section, the proposal makes a statement of your company's credentials, experience, knowledge, reliability, and costs.

UNIVERSAL OFFICE SOLUTIONS

It is strongly recommended that *Ostrich Publications* promotes its products on all of the major social media channels. However, that is just a first step on the road to an effective marketing strategy. While showing the products on social media platforms is all well and good, it is vital that the company creates a revitalized brand that is more suited to being promoted on social media platforms. Notwithstanding the company's wide range of publications, few of them are obviously adapted to this new and expanding market. It is clear that this has to change. **A**

A marketing campaign must be created which engages with its young audience. In order for this to be successful, it is essential that *Ostrich Publications* acquires fans, followers, and subscribers. Moreover, it is advisable to make connections with subscribers by inviting them to join in particular discussions or attend specific events. The purpose of this is not only to promote *Ostrich Publications*, but also to gather useful feedback from the target audience.

At *Universal Office Solutions*, we pride ourselves on our expertise in the growing sector of social media marketing. In contrast to other marketing solution providers, we have experts worldwide who have unrivalled experience in dealing with the marketing problems of evolving businesses in a wide variety of contrasting sectors. For further details and a breakdown of costs please contact our head office. **B**

Although *Ostrich Publications* continues to be a significant player in the world of magazine publishing, it is beginning to lose market share. This is a consequence of the company's reliance on a traditional approach to marketing. In today's digital world, it is necessary to make the leap to social media marketing. **C**

Our research shows that rival publishing companies have increased their market share by 10% to 20% as a direct result of adopting social media marketing techniques. It is likely that this trend will continue.

3 Read the proposal again and answer the questions.

- 1 What evidence does *Universal Office Solutions* provide to persuade *Ostrich Publications* to consider change?
- 2 What specific changes does *Universal Office Solutions* want *Ostrich Publications* to make?

4 Add the linking words and expressions underlined in the text to these categories.

- 1 addition: _____
- 2 contrast: _____

- 3 result and consequence: _____

5 It is common to use expressions with *it* in business proposals, e.g., *it is clear that ...* , *it is necessary to ...* . Find five other expressions with *it* in the proposal.

6 Rewrite these sentences using an *it* expression.

- 1 We need to respond to a growing demand for our products in new markets.
It _____
- 2 We recommend a restructuring of Grey Industries' sales department.
It _____
- 3 Having personal contact with customers is very important, so we should open more local branches.
It _____

7 You work for *High Street Solutions*. Read the information about both companies then write a business proposal for your client, *Lemon Bookshops*.

Lemon bookshops

- Traditional family-run shop selling fiction and non-fiction books
- Need to diversify to reflect changing trends in the book-buying industry
- Need to add coffee shop and comfortable seating area
- Need to have website where customers can browse and order books
- Need to organize local events (book clubs; book signings by local authors; book readings for children) to entice customers
- Need to redecorate shop – use clean, bright colors

High Street Solutions

- Twenty years' experience of helping to reinvent local shops
- Experts with local knowledge
- Proven track record in promoting local businesses

I CAN

- | | |
|--|--------------------------|
| write a clearly structured business proposal | <input type="checkbox"/> |
| use linking words and expressions | <input type="checkbox"/> |
| use <i>it</i> expressions | <input type="checkbox"/> |