

Tutorial Feedback: Assignment 2
Advanced Project Management (APM811S)
Tutor Marker: Joshua Mario, PMP

Dear students, allow to congratulate all of you who made it through and qualified for the exams. Equally wishing the best of luck to those who could not qualify for the exam at the moment. Work hard next time to achieve your goals, the battle is not yet over.

The assignment given to you was about developing a project proposal. You were given some parameters to concentrate on, however you also given the liberty to include whatever sub-topic of your choice and interest based on the project you were proposing.

What is a project proposal?

A project proposal is a written document outlining everything stakeholders should know about a project, including the timeline, budget, objectives, and goals. Your project proposal should summarize your project details and sell your idea, so stakeholders feel inclined to get involved in the initiative.

1. Write an executive summary

The executive summary serves as the introduction to your project proposal. Similar to a report abstract or an essay introduction, this section should summarize what's coming and persuade the stakeholder to continue reading. Depending on the complexity of your project, your executive summary may be one paragraph or a few paragraphs.

Your executive summary should include:

- The problem your project plans to solve
- The solution your project provides for that problem
- The impact your project will have

You should only address these items briefly in your executive summary because you'll discuss these topics in more detail later in your proposal.

2. Explain the project background

In this section, you'll go into the background of the project. Use references and statistics to convince your reader that the problem you're addressing is worthwhile.

Some questions to include are:

- What is the problem your project addresses?
- What is already known about this problem?
- Who has addressed this problem before/what research is there?
- Why is past research insufficient at addressing this problem?

You can also use this section to explain how the problem you hope to solve directly relates to your organization.

3. Present a solution

You just presented a problem in the project background section, so the next logical step in proposal writing is to present a solution. This section is your opportunity to outline your project approach in greater detail.

Some items to include are:

- Your vision statement for the project
- Your project schedule, including important milestones
- Project team roles and responsibilities
- A risk register showing how you'll mitigate risk
- The project deliverables
- Reporting tools you'll use throughout the project

You may not have all these items in your proposal format, but you can decide what to include based on the project scope. This section will likely be the longest and most detailed section of your proposal, as you'll discuss everything involved in achieving your proposed solution.

4. Define project deliverables and goals

Defining your project deliverables is a crucial step in writing your project proposal. Stakeholders want to know what you're going to produce at the end of your project, whether that's a product, a program, an upgrade in technology, or something else. As the stakeholder reads through your vision, this will be the section where they say, "Aha, this is what they'll use my resources for."

When defining your deliverables, you should include:

- The end product or final objective of your project

- A project timeline for when deliverables will be ready
- SMART goals that align with the deliverables you're producing

While it's important to show the problem and solution to your project, it's often easier for stakeholders to visualize the project when you can define the deliverables.

5. List what resources you need

Now that you've outlined your problem, approach, solution, and deliverables, you can go into detail about what resources you need to accomplish your initiative.

In this section, you'll include:

- **Project budget:** The project budget involves everything from the supplies you'll need to create a product to ad pricing and team salaries. You should include any budget items you need to deliver the project here.
- **Breakdown of costs:** This section should include research on why you need specific resources for your project; that way, stakeholders can understand what their buy-in is being used for. This breakdown can also help you mitigate unexpected costs.
- **Resource allocation plan:** You should include an overview of your resource allocation plan outlining where you plan to use the specific resources you need. For example, if you determine you need N\$50,000 to complete the project, do you plan to allocate this money to salaries, technology, materials, etc.

Hopefully, by this point in the proposal, you've convinced the stakeholders to get on board with your proposed project, which is why saving the required resources for the end of the document is a smart strategic move.

6. State your conclusion

Finally, wrap up your project proposal with a persuasive and confident conclusion. Like the executive summary, the conclusion should briefly summarize the problem your project addresses and your solution for solving that problem. You can emphasize the impact of your project in the conclusion but keep this section relevant, just like you would in a traditional essay.

Students were also expected to cover issues of risks assumptions, and how the project will be rolled out.

All the best.

Regards

Joshua Mario, PMP