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#Markus Jensen



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## Project Proposal

*[This template is used to write up the initial project proposal. Once ESMT has approved the proposal as a priority, the full Project Plan can be developed. Please remember to delete all italicized text in boxes you complete. Unused sections should not be deleted, use x in those cases.]*

<b>Project Title:</b>	<i>A member of ESMT</i>
<b>Proposed Project Sponsor:</b>	<i>It is recommended that this should be limited to five people, to include the following: Project Sponsor, Project Manager, Senior Council members, Senior academic officials, relevant NSD Director or Assistant Director</i>
<b>Proposed Project Manager:</b>	
<b>Target start date:</b>	
<b>Target completion date:</b>	<i>Enter any fixed milestones or a fixed end date which should not be off-peak</i>
<b>Outline business case:</b>	<i>A brief description high level statement of the situation surrounding the project and the reason why the work is needed. Consider the project within the context of internal factors, such as likely impacts on others within the University, political willingness, strategic objectives, and financial situation. [Optional - External factors could also be considered. A useful tool to use here is PESTLE and SWOT.]</i>
<b>Background &amp; Rationale:</b>	
<b>Objectives:</b>	<i>Objectives describe the tangible results of having completed the project. They should be specific, measurable and time framed statements.</i>
<b>Options:</b>	<i>[Optional - Note that performing a full option appraisal is not appropriate for all projects. This section could be used to describe the work that will be undertaken if appropriate. Enter N/A if no information is to be supplied.] The options appraisal is at the core of the Business Case and will typically include: •The implications of 'doing nothing' •The options for delivery (note that a series of appraisals might be needed to examine different aspects of project delivery, e.g. type of intervention or procurement route) •A recommended option for both delivery and funding. You should always compare the options with a 'Do Nothing' option.</i>
<b>Benefits:</b>	<i>[Optional - Note that performing a full option appraisal is not appropriate for all projects and therefore describing the benefits with these options will also not be appropriate. Each project should be able to describe the benefits it will bring the University. Enter N/A if no information is to be supplied.] For each option, an assessment of the pros and cons for each option (benefits and also benefits) should be undertaken and described here. Benefits can be tangible or intangible, where</i>

Information Services

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