Responding to a request for proposal (RFP)

PROJECTS TO ENHANCE INTERNATIONALIZATION OF CITY U
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Common business-to-business document e.g. a government tender call for educational services; a multinational RFP for a tailored IT solution.

It always involves paying for quality products/services.

It always involves some element of competition.
The three things you need to know!

1. **WHAT** are you writing and **WHY**? This includes background research, the information required of the task and the reason for writing.

2. **WHO** are you writing to? This includes knowing something about your audience. This may include a secondary audience as well!

3. **HOW** is your writing to be structured and formatted. In this exercise, you have a template to follow.
Preparation

- **Read the document thoroughly** as your proposal should include details about how you will produce results that fulfill the requirements
- **Resolve any ambiguities** by direct communication
- **Ask for further background information if needed** and do some research!
Planning

• Become completely familiar with any guidelines/templates and use these in your response.

• Look at the City U template (handouts)
1. The project title

This needs to be eye-catching and innovative: a dull title will invite a dull response!
2. Proposers

Make sure you understand the numbers (at least 3) and the mix (local and non-local): for this you need a breakdown of where City U students are coming from!
3. Brief summary of the project

This is extremely important as it will make the first impression. It must be:
- Only **150 words**
- Informative and clear
- Realistic outcomes

Write it only when you have thought the project through!

Some people leave this summary until last (it is a bit like the Executive Summary!)
4. Details of Proposed Project Activity

(i) Objectives (150 words)
(ii) Details (complete the table)
(iii) Proposers’ experience in running similar projects (150 words)
(iv) Other details (what could these be?)
5. Expected Outcomes and Impact of the Project

No word limit, but perhaps about 100-150 words.

It is important you demonstrate value for money.
This is where your credibility is at stake. A well-thought-through project will not have gaps in this information!
This may relate to unusual needs of the project. For example: Fire extinguishers for a mobile kitchen!
8. Promotional Strategies (100 words)

Ensure these involve both local and non-local students.

What could these be?
What style of writing?

Whilst the writing should not be overly formal it should sound professional, and, just as importantly, ‘passionate’ and ‘excited’ about the project being proposed.

You have to have a good idea and then convince your audience that you are the best team to carry it out.

Let’s write together! In groups, discuss your ideas....
Young students love to eat and they are often very proud of their own cultural cuisine.

As well, when you’re away from home the thing you often miss most of all is familiar food. ....and the thing you often enjoy most when you travel is trying new foods.

This proposal is about food and cultural exchange!
1. Project title

International Masterchef
Cultural Cook – Up
2. Proposers

Team of 6: Students from the Mainland, Hong Kong, France, Denmark, Brazil, India etc.

Must reflect the objectives of the project- where are our students coming from?
3. Brief summary of the project

Have a go at a draft, but realize you will need to come back to this as the details of the project unfold.
'Cultural Cook-Up' brings local and non-local students together on the last Friday of every month for 18 months to cook together, eat together and swap recipes and stories about foods from their home countries. Each of the six proposers will lead a Friday afternoon/early evening activity over a 3-semester period starting in Semester B 2014. This will be publicized across the City U university campus and will cater for up to 300 students. The cultural cook-ups will be documented on social media sites and will cover the preparation, the execution and an evaluation of each event.

The international student team will have responsibility for venue/kitchen set up; food and drink budgeting and promoting the event. A team of local and non-local student helpers will also be involved to assist with each event.

It is hoped that after the 3 semester trial, CityU will allow this event to become a permanent event on the campus.
4. Details of Proposed Project Activity

The **objectives** of this proposal are to:

- **Provide** opportunities for local and non-local students (and their helpers) to work together so everyone feels welcome
- **Explore** how food, cooking and eating can bring students together to discuss cultural similarities and differences
- **Ensure this idea** for cultural exchange and understanding may become a regular feature at CityU.
4. Details

6 cultural eating events over a 3-semester:
(i) Dim Sum extraordinaire
(ii) Sampling scandinavian
(iii) Danish delights
(iv) Shanghai noodles
(v) Indian dosas
(vi) Malaysian fish head curry
4. When

For each of the three semesters between February 2014 and June 1 2015 there will be two cooking events as follows:

- Semester B (January 2013 - June 2014)
- Semester A (September 2014 – December 2014)
- Semester B (January 2015 - June 2014)
4. Target number of participants

We aim to cater for up to 300 local and non-local students. At least 15% of places will be reserved for non-local students.
All proposers are Year 2 students and have a passion for food and cooking.

Our local student X managed a City U “society’ budget last year and one of the non-local students Y won a ‘Young Entrepreneur’s Award’ in her home town in Shandong. Two of the international students have just applied for hospitality and management courses in Hong Kong and are auditing sessions on “Food and Beverage”.

This collective set of experiences and aspirations will ensure that a mixture of enthusiasm, skill and good management will be the hallmarks of this project. Attached is more detailed information.
5. Expected outcomes and Impact of the Project

By providing a venue for cooking (the mobile kitchen) over an 18 month period, it is expected that this cooking activity will become a regular feature of CityU ‘internationalisation’ activity.

It is hoped if local and non-local students develop a comfort and familiarity in cooking and eating together, that the impact of this exchange will be felt in other types of campus activities such as music, sporting and drama activities.
6. The budget

Items:
Set up costs for ‘mobile kitchen’
Fridge
Cooktop and ovens
Pots/pans/crockery/cutlery/glasses
Tables and chairs
Linen
Student helpers
(Categorise these and cost them)
The ‘mobile kitchen’ will be temporarily set up in the podium area at the top of the Academic 3 building. Given that there will be regular cooking sessions taking place, at least 3 fire extinguishers will be required in order to comply with the university’s safety regulations.
8. Promotional Strategies

A mixture of flyers, posters and social media posting will promote these events. As well each event will be posted onto the university media sites.

Students wishing to participate in the event will be asked to register one week in advance and every week there will be a mini promotional ‘sampling’ drive which will entail cooking bite-size foods that relate to the next cultural event. For example, for our Scandanavian event we will cook Swedish meatballs on sticks and invite students to sample them when we walk around.
What do I do next?

Once you have drafted your proposal, make sure you proofread it. Grammar mistakes will detract from the credibility of your proposal.
The ELC is there to help you!

The following ELC instructors have been designated to read and advise on the language used in your proposal.

Mr. Charlie Lockhart
Ms. Jane McGettigan
Mrs. Jenny Wu
Mr. Tim Birkett

Please log into the ELC Language Clinic (www.english.cityu.edu.hk/languageclinic/) and book a time!