



Project PROPOSAL

Below is a summary of the information you need to include in your project proposal. The amount of information you include will vary from project to project but the structure should remain the same.

PROJECT NAME	What is the name you are giving to this project?
Project Lead	Person responsible for day to day project work, keeping the project on schedule and on budget.
Project Sponsor	Person (usually a manager or executive) with overall project accountability.
Submission Date	Date the project proposal was submitted for approval.

1. Project Purpose Statement

Describe the reason for the project in a few short, concise sentences. This is a definition of the project aims and will help people understand the 'why' behind the project.

2. Background

Outline the history behind the project and why has it been initiated. What is the existing impact of the purpose statement on the organisation? Why is it necessary to change? What options were considered?

3. Objectives

List the project objectives here. Remember, success will be measured on how well these objectives have been met. Having clarity at the beginning will help to demonstrate how you are delivering on project expectations.

4. Key Stakeholders

Include details of the key stakeholders here, including:

- Internal stakeholders (people or groups from your organisation such as team members and managers)
- External stakeholders (people or groups outside of your organisation including service users, customers, suppliers and funding bodies).

5. Timeframe and Milestones

Describe the overall timeframe for the projects along with the key project milestones.

6. In Scope (deliverables)

What is included in the scope of the project? Being clear here will help establish some boundaries for the project and ensure it remains focused on the project purpose statement.

7. Out of Scope

This is a good way to eliminate any confusion about the project boundaries. List any items or actions that are NOT included in the project scope that might cause confusion if they are not explicitly stated.

8. Risks

Identify any overall risks and weigh them up against the potential benefit of the project's success in order to decide if the project should proceed. The specific risks associated with the activities of the project will be explored in Phase 2 – Planning.

9. Costs

This is an estimate of the overall project costs. More detailed costing will be developed in the planning phase. Good cost estimation is essential for keeping a project on budget.



This project proposal needs to be approved by the Project Sponsor. With this approval you're ready to move onto the planning phase.