



Lone Star
CREDIT UNION



Proposal for Coffee Services

Lone Star Credit Union

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- I. Cover Letter
- II. Executive Summary
- III. Needs Statement
- IV. Company Background/Info
 - Who we are
 - What we do
 - Why we do it
- V. Our Goals and Objectives
- VI. Our Service Improves Morale
 - Method
 - Benefits
 - Proof
- VII. Let's Show You Our Products
 - List of drink offerings
 - List of brewing machine offerings
- VIII. Let Us Reduce Your Costs
 - Methods
 - Benefits
 - Proof
- IX. Conclusion

Compliance Matrix

#	We will offer you:	Page#	Paragraph#	Completeness	Response Location
1	A wide array of coffee packets for employee lounge(s)	3	3	✓	Sec. 0.0.0, p00
2	a wide array of coffee k-cups for executive board room(s)	3	5	✓	Sec. 0.0.0, p00
3	Brewing machines and airpots for employee lounge(s)	4	1	✓	Sec. 0.0.0, p00
4	A plentiful supply of creamer, sugar, and low calorie sugar substitutes!	4	2	✓	Sec. 0.0.0, p00
5	A diligent team committed to all of your coffee related needs!	4	4	✓	Sec. 0.0.0, p00
6	A robust mobile app empowering you to schedule fresh deliveries anytime!	5	1	✓	Sec. 0.0.0, p00

Proposal Section

Let Us Reduce Your Costs!

Awesome coffee begets awesome employees. And fortunately, our affordable products and service fees mean you can indulge without breaking the bank!

We've been informed that:

- Some branches have been ordering daily craft services (Jason's Deli in the case of Dallas)
- This arrangement could cost LCU as much as \$2400 per month per office branch

We can do better.

Community Coffee will:

- Promise you a monthly rate of \$539.96 per office branch
- Supply LCU with top shelf coffee grounds, k-cups, sugar, creamer, paper cups, stirring sticks, and more
- Provide you with top-class delivery and maintenance services.

Below is a full price breakdown

Product	Amount	Quantity	Price
Community Coffee Airpots	74oz	10	FREE
Ground Coffee: Signature Blend	2.5oz	40	\$66.99
Ground Coffee: Breakfast Blend	2.5oz	40	\$66.99
Ground Coffee: Café Special	2.5oz	40	\$66.99
K-Cups: Assorted Flavors	4oz	42	\$77.99
Paper Cups	12oz	500	\$40.00
Condiment Packs	7pc	250	\$56.00
Iced Tea	1oz	96	\$35.99
Open Brew Iced Tea	4oz	24	\$31.00

Service	Price
Office Delivery	\$40.00
Breakroom Stocking	\$15.00
Maintenance & Upkeep	\$50.00
24/7 Support	\$60.00

TOTAL: \$539.96



Reflection Essay

Introduction

Prior to this unit (and this course as a whole) had only a very minimal understanding of how a firm goes about securing products and services in collaboration with other firms. The process by which they negotiate, plan, and coordinate was a topic I had not given an ample amount of thought to. However, through Ms. Croall's robust guidance and learning materials, I feel that I've acquired a much stronger grasp of proposal writing and the thoughtful craftsmanship that goes into the creation of one. Below I will describe several of my biggest takeaways from proposal writing and explain how I implemented them into my partial proposal submission.

Conciseness

I learned that the economy of words is of paramount importance when drafting any kind of business proposal. Informing a potential partner of what you have to offer them is certainly well and good, but how you go about informing is often more important than the particulars. You must get to the point, and respect your reader's time by. Try to tell your client what you can do for them in the form of snappy, easily understood sentences. You might also use visual aids to further expedite the communication process and take efforts to ensure that the reader is unlikely to become bored. In the case of my partial proposal, I mainly used tables and bullet points to accomplish this. Imparting a large amount of pricing info through a data table saved on valuable page space, and the bullet points helped by highlighting only the most important takeaways from Community Coffee's offering.

Hot Buttons

Another one of the key things I learned about and implemented in my partial proposal was hot button issues. Or more specifically, how to cater to them. When submitting an RFP, a firm outlines clear and specific needs that it is wanting to have fulfilled. As a proposal writer, you want to look out for unspoken needs as well. Pick up on the underlying stresses plaguing your client, and craft your statements in such a way that you can speak to them. In the case of LCU, I took note that they seemed to be concerned about the long term costs that their lack of coffee supply consistency would bring upon them. In service of this hot button, I calculated the monthly catering expenses incurred by LCU's Dallas branch, and compared this price point to what they would instead pay upon partnering with Community Coffee. This cut to the core of what they valued most and made a clear effort to alleviate their anxieties as absolutely as possible.

Conclusion

Although I did not have the time to go over every element of my learning experience during this unit, I've done my best to highlight those I believe to be the most significant. As someone who began this journey knowing very little about proposals and how they're written, I can say that now I am much more confident in my ability to communicate effectively with organizations and understand their needs. Understanding not only what those needs are, but the methods by which you might inspire an organization to select your firm as their client.