



Evaluation of Acme's RFP

**Wendy A. Albrecht
Assignment #4: Memo Report
10/6/02**

To: Eyma Wrytorr, Documentation Manager
From: Wendy Albrecht, Senior Technical Communicator
Date: 10/6/02
Re: Evaluation of our effort to create a proposal for Acme's RFP

This preliminary report evaluates our writing and publication effort of responding to the Request for Proposal (RFP) from our customer, Acme.

Acme's Requirements and Our Estimates

Below is a summary of Acme's main requirements. I've also provided estimates for our proposal that are based on historical information for projects of this size and nature.

1. **Schedule.** Each task below is due by close of business on the indicated days.

Date	Responsible Party	Task
Thursday, 10/10	All departments	Provide initial draft to Team Leader
Wednesday, 10/16	All departments	Provide final draft to Team Leader
Friday, 10/18	Management	Provide review comments to Team Leader
Sunday, 10/20	Contract Officer	Hand deliver five copies of final proposal to Acme

2. **Writing/Editing staff.** Our technical writing and editing support should take 80 labor hours.
3. **Outsourced services.** We'll need copying, binding, and graphics services that will cost approximately \$850.
4. **Format.** Our proposal will contain three sections: Technical, Management, and Cost Summary. Each will contain in-depth discussions, illustrations, and drawings.
Recommendation: We can use our spiral-bound, ABC Company proposal as a template for the body's text. It includes the section that differentiates our services from the competition.
5. **Rating scale.** We can earn 55 points for the Technical section, 5 for Management, and 40 for Cost Summary.
6. **Maximum pages.** Our proposal will not exceed 75 pages total for all volumes.
7. **Font.** We have the typeface and type size that Acme specified in the RFP.

Recommendation

Please advise if you would like me to research the issues listed on page 2 before we decide to complete the Acme proposal. Otherwise, this report concludes my evaluation of the Acme RFP.

Issues to Consider re: Acme's Proposal

Please advise if you'd like me to research and determine solution options for any of the following issues that correspond to the numbered list on the previous page.

1. Schedule.

- Who will be the Team Leader who will combine the sections provided by all departments?
- Do we have the resources (staff, software, expertise, et al) to prepare this proposal?
- If we win the Acme job:
 - When is the final project due?
 - Is the scope and cost of the project for which we're submitting this proposal worth expending our resources to bid for this project? We can perform a cost/benefit analysis.

2. Writing/Editing staff.

- If I work on this proposal, several options exist including:
 - Add two weeks to my current project of revising the ISO 9000 quality procedures.
 - Reevaluate my critical path.
 - Outsource my work to a contractor.
- Does our Contract Officer's schedule permit personal delivery of the final proposal? If not, can we negotiate the use of another representative from our company or a third-party courier?

3. Outsourced services. No issues.

4. Format. No issues.

5. Rating scale. No issues.

6. Maximum pages. We need clarification if this first proposal will be considered our best&final version. If we will need to submit an initial, shortlist, and best&final proposal, we need to ascertain that we limit all three phases of documents to 75 pages in total.

7. Font. No issues.