

See caf proposal

[Business](#)



SCC Café Proposal

In chapter 11, the authors of Writing Today 2nd Edition discuss proposals. Just as the name suggests, proposals are vital documents that present the ideas of an individual. Mostly business ideas, proposals detail the planned actions that an individual seeks to undertake in the implementation of the plan. In discussion the topic, the authors use a student's proposal entitled "SCC Café Proposal". The proposal details the features the students considers vital often-explaining complex terms and his undertakings at every stage of the implementation. The purpose of a proposal is to seek the approval of either an investor or local authorities who must assess a business before its inception.

The chapter begins with the invention of a proposal in which it discusses the factors to consider before creating a proposal. This it explains requires the identification of a need and possible solutions. By analyzing the solutions, it becomes possible for one to develop a realistic proposal that addresses the problem. Organizing and drafting a proposal is yet another vital chapter in the book that explains the structures of proposals and tools available to students to enable them develop effective proposals. The authors maintain that the use of language is a major factor that affects the effectiveness and usability of proposals among other types of writings. The authors advise the use of simple sentence structure in order to enhance the communication. Use of jargons is advisable only when writing professional proposals since each profession has a set of jargons.

Comments and questions

The chapter is indeed vital since it addresses essential type of writing to both students and professionals. However, students are earners and therefore

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require a reliable point of reference. The chapter offers an effective reference since the authors of the book use simple language and point-by-point explanation of the process of writing a proposal a feature that makes the book easy to use. Additionally, the authors use various example just in order to enhance the learners' comprehension of the facts and ideas they present in the book. The various illustrations in the chapter coupled with the descriptive language the authors use in the chapter are among the factors that enhance the usability of the chapter thus the book.

In retrospect, the chapter offers an effective and elaborate explanation of the topical issue. The authors try their best to develop an effective learning material targeting young learners. They use simple sentence structure and avoid the use of jargon. In their own way, the authors provide illustrations and examples thereby enhancing the comprehension of their material. However, some questions may arise from an in-depth analysis of the chapter. Such questions include:

What are the types of proposals? And what influences the difference?

Are there any alternatives to proposals?

Work cited

Johnson, S. Richard and Paine, Charles. Writing Today, 2nd Edition. New York: Longman, 2013. Print.