

# Informal proposal

Business



Running head: Informal Proposal Informal Proposal: Consultancy Services

Insert Insert Grade Insert 26 July (a) Introduction

There is an opportunity in the organization to expand the range of products or services offered. Basically, our company offers educational and training services and is well-known and has a vast market share. Besides the available services, the organization can consider offering consultancy services, both in education, business and other professional areas. Such a move will boost the product and service range of the organization through diversification, which will mark the expansion of the organization.

Consultancy will open a new stream of income and put the available resources to better use without any extra cost.

(b) Background

There is a dearth of consultancy service providers against an ever increasing demand (Remenyi, 2012). As a result, most clients fail to obtain the required services because there are few players in the market that specialize in consultancy. Basically, consultancy involves the offering of knowledge and counsel services upon demand. Additionally, consultancy services can be offered along with other professional and business services. The consultancy field is wide enough and involves a multitude of disciplines which implies that any business corporation offering professional or educational services can successfully venture into consultancy. In fact, already established business organizations are in a better position to offer consultancy services because of a number of factors. First is experience, organizations that offer professional or educational services have enormous experience in their particular arenas which could be exploited in consultancy. Offering consultancy services only require mastery, expertise, and experience in a <https://assignbuster.com/informal-proposal/>

relevant field through which firm can offer advice to clients. Therefore, the organization can successfully incorporate consultancy in its product and service range.

#### (c) Plan for Solving the Problem

Consultancy services will be offered along with the regular educational services in the sense that the schedule of the organization will be made more flexible to permit the new service. As a result, a new desk will be opened at the reception labeled consultancy and potential clients can inquire and book appointments with the consultancy department which will be created specifically to offer this service. Since consultancy services are offered on demand, once an appointment is booked the department will arrange and schedule the consultancy session without hindering other organizational processes.

#### (d) Qualifications

Consultancy is a professional field that would require the hiring of individuals with the necessary qualifications to tackle the task. Therefore, more attention will be focused on the credentials of individuals to be in charge of the new service. In essence, a new department will be created named 'the consultancy department' that will constitute specially trained individuals who will run the entire service. The following credentials and expertise will be required for the team that will implement the proposal;

Post graduate qualification in business related course

Advanced qualification in information technology

More than ten years working experience in business field especially management

High levels of integrity

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(e) Budget

Item

Cost

Hiring new staff

\$2500

New department

\$4000

Salaries

\$4500

Materials & facilities

\$3500

Miscellaneous

\$650

TOTAL

\$15150

(f) Authorization Request

I highly recommend this project to you with a strong belief that it will add value to our organization through service diversification. Consultancy is a lucrative business that could transform our company into a key player in the sector. Kindly consider this proposal. Thanking you in advance.

Reference

Remenyi, D. (2012). How to Become a Successful It Consultant. Washington: CRC Press.