



Australian Government

SITXMPR016 Prepare and present proposals

Release: 1

SITXMPR016 Prepare and present proposals

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to prepare and present tenders, proposals or bids either as a response to a tender brief or as a proposal created and offered. It requires the ability to analyse client specifications or needs, determine organisational ability to meet those requirements, and to prepare and present information that is relevant to client criteria or needs.

The unit applies to all tourism, travel, hospitality and event sectors and the tender, proposal or bid may be for a one-off occasion, a series of occasions, or for an extended contract to deliver products and services.

It applies to senior personnel who operate independently or with limited guidance from others and who are responsible for making a range of financial and operational decisions.

The skills in this unit must be applied in accordance with Commonwealth and State/Territory legislation, Australian/New Zealand standards and industry codes of practice.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Marketing and Public Relations

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

PERFORMANCE CRITERIA

Elements describe the essential outcomes

Performance criteria describe the performance needed to demonstrate achievement of the element.

1. Analyse client requirements and organisational capacity

- 1.1. Analyse client brief, product specifications and needs.
- 1.2. Seek clarification of product and service requirements from client organisation as required.

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| to meet them. | 1.3. Assess organisational capacity to provide products or services. |
| | 1.4. Determine viability and, if progressing to a tender, proposal or bid, a plan of action for submission. |
| 2. Develop details for inclusion in tender, proposal or bid. | 2.1. Seek assistance to prepare tender, proposal or bid, and coordinate input. |
| | 2.2. Prepare budget for providing products or services. |
| | 2.3. Develop quotation for products or services to be provided. |
| | 2.4. Consider competitor pricing structure and make reasonable cost adjustments to ensure price-competitive quote. |
| | 2.5. Collect and collate operational information for analysis and inclusion in tender, proposal or bid. |
| | 2.6. Develop specifications for products or services to be provided. |
| | 2.7. Access and prepare supporting information for inclusion in tender, proposal or bid. |
| | 2.8. Seek support for tender, proposal or bid from relevant individuals and agencies. |
| 3. Prepare written tender, proposal or bid. | 3.1 Present clear and comprehensive information relevant to client criteria and needs. |
| | 3.2. Incorporate all supporting information. |
| | 3.3. Present materials according to organisational style preferences in format that maximises use of strategic and creative techniques, and promotes the organisation. |
| | 3.4. Evaluate finished tender, proposal or bid, make any required adjustments, and obtain approval to submit if necessary. |
| 4. Submit tender, proposal or bid and seek feedback. | 4.1. Lodge all proposal materials at designated location and within designated deadlines. |
| | 4.2. Maintain copies of tender, proposal or bid documents according to organisational procedures. |
| | 4.3. Provide additional information as requested. |
| | 4.4 Seek feedback on tender, proposal or bid outcomes to inform future submissions. |

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS

DESCRIPTION

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| Reading skills to: | <ul style="list-style-type: none">• interpret client product or service specifications• research operational issues for use within the tender, proposal or bid. |
| Learning skills to: | <ul style="list-style-type: none">• monitor tender, proposal or bid outcomes and identify issues that impact on future submissions. |
| Problem-solving skills to: | <ul style="list-style-type: none">• identify deficiencies in tenders, proposals or bids and identify viable solutions. |
| Planning and organising skills to: | <ul style="list-style-type: none">• access and sort information required for tender, proposal or bid preparation within designated deadlines. |
| Technology skills to: | <ul style="list-style-type: none">• use computers, word processing programs, and presentation and accounting software packages to present information in a compliant format. |

Unit Mapping Information

Supersedes and is equivalent to SITXMPR008 Prepare and present proposals.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>