



Australian Government

SITXMPR008 Prepare and present proposals

Release: 1

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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 tender 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.

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

Elements describe the essential outcomes.

1. Analyse tender requirements and organisational capacity to meet them.

PERFORMANCE CRITERIA

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

- 1.1. Analyse tender brief, product specifications and needs.
- 1.2. Seek clarification of product and service requirements from organisation requesting or requiring the tender.
- 1.3. Complete assessment of organisational capacity to provide products and services.

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| | 1.4.Determine viability and, if progressing to a proposal or bid, a plan of action for submission. |
| 2. Develop details for inclusion in proposal. | 2.1.Seek assistance to prepare proposal or bid, and coordinate input.
2.2.Prepare budget for providing products and 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 proposal.
2.6.Develop specifications for products and services to be provided.
2.7.Access and prepare supporting information for inclusion in proposal or bid.
2.8.Seek support for proposal or bid from relevant individuals and agencies. |
| 3. Prepare written proposal. | 3.1.Present clear and comprehensive information relevant to client tender 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 proposal, make any required adjustments, and obtain approval to submit if necessary. |
| 4. Submit proposal and seek feedback. | 4.1.Lodge all proposal materials at designated location and within designated deadlines.
4.2.Maintain copies of tender documents according to organisational procedures.
4.3.Provide additional information as requested.
4.4.See feedback on tender outcomes to inform future proposals. |

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 and service specifications which deal with complex ideas and concepts• research operational issues for use within the proposal. |
| Writing skills to: | <ul style="list-style-type: none">• develop detailed proposals that respond to client tender needs while at the same time take account of organisational capacity. |
| Numeracy skills to: | <ul style="list-style-type: none">• interpret and analyse financial information and use complex calculations to develop budgets and quotations. |
| Learning skills to: | <ul style="list-style-type: none">• monitor tender outcomes and identify issues that impact on future tenders. |
| Problem-solving skills to: | <ul style="list-style-type: none">• identify deficiencies in proposals and identify viable solutions. |
| Planning and organising skills to: | <ul style="list-style-type: none">• access and sort information required for tender preparation within designated deadlines. |
| Technology skills to: | <ul style="list-style-type: none">• use computers, word processing programs, presentation and accounting software packages and to present information in a compliant format. |

Unit Mapping Information

SITXADM501 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>