

Business Communication Completing Reports and Proposals

Working in groups, revise the following message based on concepts learned through chapter 12. Be prepared to share your results with the class.

EXECUTIVE SUMMARY

Purpose of the Proposal

This document will acquaint the reader with three principal topics:

- Describing the San Diego State University (SDSU) *Suntrakker* project to design, build, and race a solar car at the World Solar Challenge Race across the Australian outback in 1993
- How SDSU departments have the tenacity and know-how to build and race a solar-powered vehicle in Australia
- Explaining how the *Suntrakker* business team expects to promote *Suntrakker* and generate the necessary support, funds, and materials from students, alumni, community members, and local businesses. You'll also read about our efforts to reorganize student-governing bodies in order to accomplish this project.

Project Profile

The *Suntrakker* Solar Car project was conceived in July 1990. Motivated by the success of the General Motors *Sunrayce*, a small group of SDSU engineering students will commit themselves to designing and building a superior solar-powered vehicle to compete in the World Solar Challenge.

Although it was tough and we didn't know where to begin, we eventually talked other students into joining the project. The project has sparked the interest of student volunteers with valuable real-life experiences and has brought them together in an effort that benefits not only the students themselves but also the university and the environment.

Sponsors contributing to the success of the *Suntrakker* project will benefit in several ways:

- Building awareness of their goodwill
- Gaining advertising for their products or services
- Enhancing their name recognition

In addition, the *Suntrakker* project offers a unique opportunity for those companies that can donate parts and accessories; details are included in the full proposal.