

8.1: Purpose

Most large businesses use internal proposals. The purpose of an internal proposal is usually **to persuade** your boss or supervisor to:

- Change a process or policy
- Purchase products and/or services
- Participate in something
- Use company resources like time, facilities, technology

An internal proposal uses persuasive, fact-based, and verifiable language and messages.

It always includes a benefit statement: why should the proposal be accepted? What's in it for the company? For example, improvements in productivity, profitability, or name recognition.

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