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PROPOSAL DEVELOPMENT CASE STUDY

Executive Search Tender Response

Turning tender inputs and approved materials into a coherent technical and commercial package.

PREPARED BY

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ROLE

**Associate Consultant |
Proposal Development**

CLIENT

**Major Saudi education-sector
holding company -
anonymized**

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The assignment, inputs and my exact contribution

ASSIGNMENT OBJECTIVE

Convert the tender and available corporate materials into a complete, consistent and management-ready technical and commercial proposal package.

INPUTS PROVIDED

01	Tender requirements	Defined the requested scope and response themes
02	Existing template	Provided approved structure and reusable content
03	Approved fee categories	Supplied authorized commercial values
04	Existing partner material	Supported international-market coverage
05	Corporate credentials	Provided evidence, profiles and certifications

MY CONTRIBUTION

- Reviewed the tender and identified the content required in the response.
- Customized the existing proposal template to the executive-search scope.
- Structured the technical narrative, delivery approach, governance, team and evidence.
- Prepared the commercial schedule using values approved by management.
- Completed document-level quality checks and handed the package to management.

ROLE BOUNDARY

I did not originate the opportunity, select the partner, set fee percentages, negotiate terms or make the submission decision. No contract-award outcome is claimed.

03

A decision-focused requirements map

The tender was separated into six decision themes so that every requested element had a clear

R-01	SCOPE End-to-end search method	EVIDENCE Delivery stages and narrative
R-02	MARKET COVERAGE Sourcing approach	EVIDENCE Local and international reach
R-03	ASSESSMENT Evaluation and reporting	EVIDENCE Candidate-report content
R-04	CONFIDENTIALITY Data and conflict controls	EVIDENCE Policies and declarations
R-05	GOVERNANCE Oversight and escalation	EVIDENCE Roles and communication
R-06	COMMERCIAL Approved fee schedule	EVIDENCE Financial proposal and terms

RESPONSE LOGIC

What is required? / How will it be delivered? / Who will deliver it? / What evidence supports it? / What are the approved terms?

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From controlled inputs to management handover

01 Receive

Tender, template and approved inputs

02 Review

Requested information and evidence

03 Map

Requirements to proposal sections

04 Tailor

Client-relevant technical narrative

05 Integrate

Team, partner and credentials

06 Prepare

Commercial schedule from approved values

07 Check

Completeness and consistency

08 Hand over

Final package to management

PACKAGE ARCHITECTURE

01 Technical narrative

02 Delivery methodology

03 Governance and risk

04 Team and partner

05 Credentials

06 Commercial response

QUALITY CONTROL

Section completeness, client and file naming, rate approval, appendix relevance, version consistency and removal of unintended internal content.

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Delivered output, capabilities and reflection

DELIVERED OUTPUT

A finalized technical proposal and corresponding commercial proposal were prepared and handed to management for submission.

CAPABILITIES DEMONSTRATED

Tender analysis

Separated scope, evidence, governance and commercial themes

Response mapping

Connected each requirement to content and evidence

Proposal customization

Adapted an existing template to the client context

Document synthesis

Integrated narrative, team, partner and credentials

Commercial preparation

Applied management-approved values

Quality assurance

Checked completeness and consistency before handover

RETROSPECTIVE IMPROVEMENTS

- Define milestone ownership and dependencies more explicitly.
- Connect risks to named controls and owners.
- Move long credentials to appendices.
- Clarify calculation basis, invoice trigger and payment assumptions.

PORTFOLIO DISCLOSURE

This is an anonymized retrospective reconstruction. It does not reproduce the tender, submitted proposal, pricing, personal data or proprietary evidence. The analytical views were rebuilt for portfolio use.