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# Business Proposal Argument with Research

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Write a research essay that proposes a solution to a practical problem faced by the **Business community** and address your proposal to anyone who might help solve the problem.

"In a proposal argument essay, writers address an issue and suggest a possible [or the best ways] way to fix it. Proposal argument essays work to convince readers that the proposed solution[s] is [are] effective and realistic" (*Rhetoric Matters: Language and Argument in Context*).

Your essay should put forth a *practical* proposal, not a policy or opposing viewpoint one.

"A *practical* proposal argument seeks to solve a more local or simple problem with a tangible solution. For example, if a certain school is having a problem with weapon-related violence, a practical solution might be to install metal detectors at all access points and increase police presence. This is a practical proposal because there is a very clear cause-effect relationship between the action and its effect and because the resources needed to enact this solution are measurable in terms of cost and supplies" (*Rhetoric Matters: Language and Argument in Context*).

- ➡ Pick a topic that has a *direct* impact on your life, your school, or your local community. Think of an issue that you are deeply interested in and that affects your daily living as an **employee, employer, business owner, etc.**

## Thesis

The thesis statement should clearly signal to the reader the problem and essay's intention to tackle the best solution or set of solutions. The thesis may also lay out the proposed solution(s).

## Mode 1

One possible way to develop the proposal argument research essay is to focus on **one** solution and the 3-5 supporting reasons for it being the *best* solution.

A sample thesis for this mode would read: "Because of the high amount of weapon-related violence at ABC School, metal detectors should be installed at all access points."

The essay body would then go on to support this position--that installing metal detectors is the *best* solution--by developing 3-5 reasons.

## Mode 2

Another possible way to develop the proposal argument research essay is to focus on a **series** of solutions that should be implemented to solve a problem.

A sample thesis for this mode would read: "Due to the volume of weapon-related violence at ABC School, multiple solutions are necessary."

The thesis may also lay out the proposed solutions themselves, as in "Due to the volume of weapon-related violence at ABC School, the campus should remain locked, metal detectors should be installed at all access points, and police presence should be increased."

The essay body would then propose each solution, and the accompanying rationale and evidence, in its own paragraph.

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