

2.) Executive Summary Exercise

Exercise Narrative:

An Executive Summary is an important part of your proposal. It identifies, in a summary fashion, the key benefits and features you want an Owner to know about your Company and why they should choose you over others for their project. It is an important sales and communication tool. It lets you be creative and points out your most important differentiators from your competition. It should key in on what you have learned from your research of the Owner's "hot buttons" (most important factors of the project) and should address how you will make sure those "hot buttons" are addressed. Your response to a Request for Proposal should always include an Executive Summary.

Executive Summary Exercise

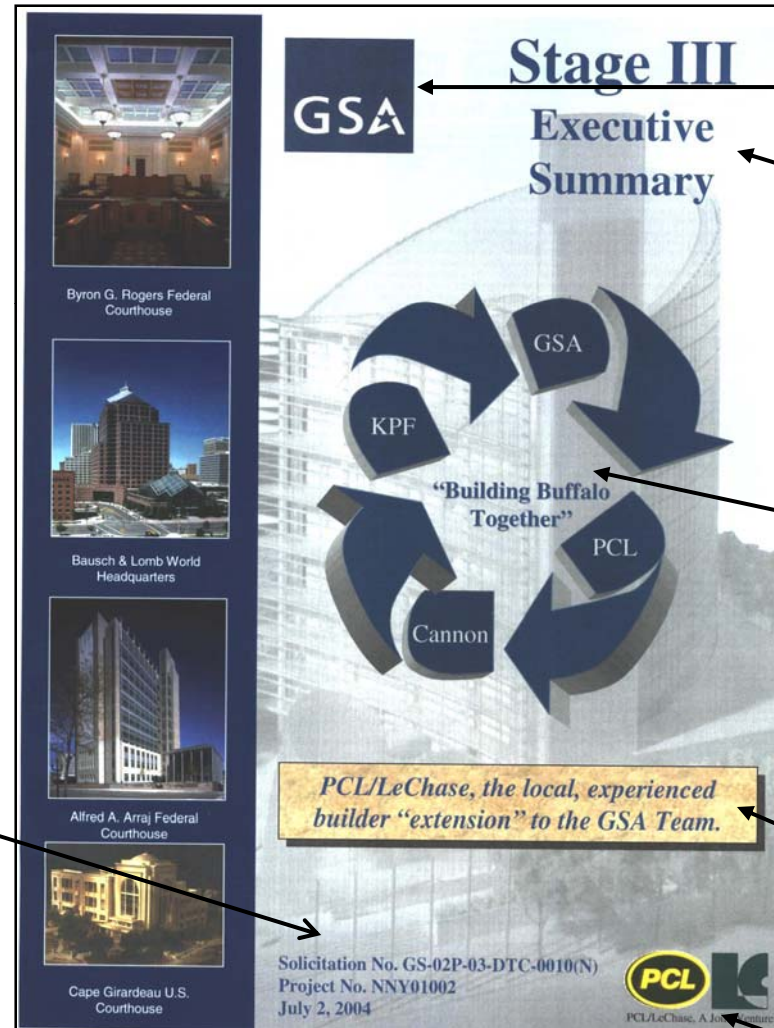
Exercise Process:

Based on the information given in this handout, create an Executive Summary for your proposal. Insert the Summary in Section 2 of the Phase II proposal book and include the following:

- 1st Page – Include a key message and a simple theme statement
- 2nd Page – Include a theme statement and the key reasons PRIHD should choose you, and not your competition
- Be creative.

Executive Summary Components (1st Page)

Project Name



The image shows a sample layout for the first page of an Executive Summary. It features a vertical sidebar on the left with four project photos and their names: Byron G. Rogers Federal Courthouse, Bausch & Lomb World Headquarters, Alfred A. Arraj Federal Courthouse, and Cape Girardeau U.S. Courthouse. The main content area has a blue header with the GSA logo and the title 'Stage III Executive Summary'. Below the header is a circular diagram with arrows connecting the logos of GSA, KPF, Cannon, and PCL, with the text 'Building Buffalo Together' in the center. A yellow box contains the text 'PCL/LeChase, the local, experienced builder "extension" to the GSA Team.' At the bottom, there is a section for 'Solicitation No. GS-02P-03-DTC-0010(N)', 'Project No. NNY01002', and the date 'July 2, 2004'. The PCL logo is also present at the bottom right.

GSA

Stage III
Executive Summary

Byron G. Rogers Federal Courthouse

Bausch & Lomb World Headquarters

Alfred A. Arraj Federal Courthouse

Cape Girardeau U.S. Courthouse

KPF

GSA

Cannon

PCL

"Building Buffalo Together"

PCL/LeChase, the local, experienced builder "extension" to the GSA Team.

Solicitation No. GS-02P-03-DTC-0010(N)
Project No. NNY01002
July 2, 2004

PCL

PCL/LeChase, A Joint Venture

Owner Logo

Executive Summary Title


Key Message

Simple Theme Statement

Your Logo

Executive Summary Components (2nd Page)

Theme Statement




New U.S. Courthouse

Buffalo, New York

PCL/LeChase Advantage

To assure GSA of the finest quality facility within the allowed finances, we are providing experience management personnel, using an "open competition" pricing process, with an SBE Program that will maximize participation. Our review of the 50% documents will ensure that the completed design will eventually equal the funds available. Through our self performed portions of the work and a well thought out construction plan we will finish the project two months early.



Firm Fixed Price Session with one of over 100 contractors

Team

- PCL/LeChase's key staff have over 173 years of experience
- Our team has been together throughout the entire process to provide the continuity necessary to assure success and "no surprises".

Open Competition

- We have purposely made **no subcontractor** commitments thus far
- We have taken pricing from over 120 subcontractors and suppliers to establish the Firm Fixed Price
- By keeping the process open, GSA will benefit from the greatest competition when we finalize subcontractor bids late in 2005 and adjust the EPA schedule.

SBE Program

- We understand that SBE utilization is not only a requirement but a powerful advantage for the success of the project.
- Our SBE Plan will assure GSA of a maximum participation by local and SBE contractors.


Self Performance

- We will self perform portions of the work where we can demonstrate we are competitive and it is to the advantage of GSA.
- We also will take subcontract prices for the same work and compare to our amounts.


50% C.D. Review

- Our team has completed an extensive review of the 50% documents and has over 170 recommendations and comments included in this proposal.
- Once selected, we look forward to the process of reviewing these comments and continuing the process through the final design documents.

PCL/LeChase Approach



'06 Greatest Value



PCL/LeChase, A Joint Venture

"Why You?" ,

"Why Not Them?"

(The Key Differentiators)