Structure of the proposal

1. Intro (10-20% of proposal): Start by reminding the client of your relationship to them and/or the problem and, if applicable, your role in the organization.

2. Problem/need/goals (30-50%): Articulate why the feasibility report is necessary. Even if the client knows, this is a chance to prove you understand it in the same way. You might also discuss criteria for alternatives here.

3. Objective (10-20%): Your objective is to get permission to conduct a feasibility study, so describe the deliverable in terms of expected length, textual features, and technical aspects.

4. Methods (40-50%): Describe the process of research you'll use in terms of: what you'll need from the client (resources/costs), time (a schedule with dates, actions, and details), and your research methods (interviews, usability tests, surveys, or sources). If you did not discuss potential criteria in #2., then you might do it here instead.