Please fill in this following form as exhaustively as possible.

In filling this form, kindly remember that the publisher needs to know as much as possible about your manuscript: its scope, intended audience, ways the publisher can promote the book, the unique features of the book, the value or benefits of the book to the audience, etc.

The proposal should be sufficiently informative and complete to permit an adequate review. Too brief a proposal may result in rejection simply because merit cannot be determined.

Note: The completion of this form does not guarantee acceptance of the manuscript for publication by Moran (E.A.) Publishers, nor does it bind the author(s) for the project proposed.

Nature of Manuscript

Describe the nature of the manuscript (include the themes or topics covered, language level, length, etc.).
Describe resources used for writing the publication (bibliographic details, names of experts consulted, etc). This is especially important to ascertain originality of work and ensuring there is no copyright infringement. List clearly materials for which permission must be sought.

If your manuscript has not been expressly commissioned by the publishers, say why Moran (E.A) Publishers would be an appropriate publisher for this work.

List names of organisations or companies who might endorse or recommend the use of this publication.

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________
Describe the educational need that the publication will address.

List rival (competing) titles already in the market and explains why they are not fulfilling the said need. Clearly illuminate each title and the differences and similarities it bears with the proposed title.

List the benefits (as many as possible) that would result from the publication.
Target Audience

What is the target audience for the publication (name as many user groups as possible). Name the core audience(s) and many other subsidiary ones e.g. specifically, name practitioners (secondary teachers, tutors etc), (general public, parents, politicians or who), professionals (name them).

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

Describe your contribution in getting this publication to the target audience (helping the marketing team in promotion activities).

____________________________________________________________________________________

Number of Copies

How many copies do you foresee will be needed in the market in the first two years after the title is published?

____________________________________________________________________________________
Shelf Life

In how many years will the publication be out-of-date or obsolete? Do you plan to revise it at that time?

List names of three people we can ask to review your manuscript (Moran (EA) Publishers may use other reviewers according at its discretion)

Include any other information you think Moran (EA) Publishers should know as it considers your proposal.

Attach a summary of your manuscript (two pages maximum). Our editors will review the summary of your manuscript and get back to you with further guidance or information.

NB: Note that plagiarism is a crime and plagiarised manuscripts or materials are not acceptable. In the event such is noted, the writer/author shall face the law and pay for the damages.

Return the Form to:
The Publishing Manager
Moran (E.A) Publishers Ltd
P. O. Box 30797 – 00100
Email to: info@moranpublishers.co.ke
NAIROBI