

# **Business reports**

Reports describe, analyse, and investigate a situation for a particular audience. They have a formal structure and common sub-sections.

Business reports are a type of assignment in which you analyse a situation or problem (either a real situation or a case study) and apply business theories to produce a range of suggestions for improvement.

Business reports are typically assigned to enable you to:

- Examine available and potential solutions to a problem, situation, or issue.
- Apply business and management theory to a practical situation.
- Demonstrate your analytical, reasoning, and evaluation skills in identifying and weighing-up possible solutions and outcomes.
- Reach conclusions about a problem or issue.
- Provide recommendations for future action.
- Show concise and clear communication skills.

Remember that with business reports, typically, there is no single correct answer but several solutions, each with their own costs and benefits to an organisation. It is these costs and benefits which you need to identify and weigh up in your report.

Further, when writing the report, you need to consider the audience you are writing for: is it the CEO or will the report be available to all staff concerned? It is vital that you ensure an appropriate level of formality, sensitivity, fairness, and objectivity. Also, be mindful of the audience when writing recommendations. For example, your manager may not be able to influence company policies.

## **General format of a business report**

Check your assignment instructions regarding which sections you need in your report. Also determine whether you are writing an inductive or deductive report (see page 3).

- 1 Letter or memo to the client
- 2 Title Page
- 3 Executive Summary
- 4 Table of Contents (if required by your lecturer)
- 5 Introduction
- 6 Discussion
- 7 Conclusions
- 8 Recommendations
- 9 References
- 10 Appendices (if required)

There are conventions relating to what goes into each section. The purpose of these conventions is to save the reader's time. If the reader just wants to know what your key findings are, they can turn immediately to the Executive Summary or the Conclusions section.

## Example Of A Buisness Report

**Yan Bai**

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**Writing Essays and Reports** Stephen McLaren,2001 This book is your easy guide to preparing essays and reports for high school TAFE university or business setting up a timeline for writing essays and reports research techniques structuring your work clearly and effectively drafting editing and rewriting referencing other material in your work grammar punctuation and language issues    **Contemporary Business Report Writing** Shirley Kuiper,Gary F. Kohut,1999 This text takes a developmental process approach to the crafting of various business reports with the idea that business reports from basic reports to feasibility studies business plans and employee manuals are vital tools in business decision making Beginning with the fundamentals of writing students are taken through the process of drafting revising editing and producing simple reports as well as planning and conducting research which culminates in a well prepared report Once report preparation and writing is mastered presentation techniques and skills are discussed so students learn to effectively communicate the information contained in their reports    **Current Business Reports** ,1980    **Business Reporting** ,1991

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Tracy,2013-12-13 An updated new edition of the comprehensive guide to reading and understanding financial reports Financial reports provide vital information to investors lenders and managers Yet the financial statements in a financial report seem to be written in a foreign language that only accountants can understand This new Eighth Edition of How to Read a Financial Report breaks through that language barrier clears away the fog and offers a plain English user's guide to financial reports This updated edition features new information on the move toward separate financial and accounting reporting standards for private companies the emergence of websites offering financial information pending changes in the auditor's report language and what this means to investors and requirements for XBRL tagging in reporting to the SEC among other topics Makes it easy to understand what financial reports really say Updated to include the latest information financial reporting standards and regulatory changes Written by an author team with a combined 50 plus years of experience in financial accounting With this new edition of How to Read a Financial Report investors will find everything they need to fully understand the profit cash flow and financial condition of any business Report of the President of Yale University and of the Deans and Directors of Its Several Departments for the Academic Year ... Yale University,1920 Report of the

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Colorado Boulder. Small Business Assistance Center,1986

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