Centre for Teaching and Learning

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).

- 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
- 8 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.

How To Write A Buiness Report

Leland Brown

How To Write A Buiness Report:

How to Write a Winning Business Report Joseph Mancuso, 1992-04-09 A CLEAR STEP BY STEP SYSTEM FOR WRITING A BUSINESS PLAN THAT WILL ATTRACT THE FINANCING YOU NEED Joseph R Mancuso offers key guidelines and valuable tips on how to gear your business plan to the people who control the cash Featuring the original business plans from three highly successful businesses plans that raised millions in upfront financing How to Write a Winning Business Plan also reveals What financiers look for in a plan Nine questions that every plan must answer How to prospect for financial sources How to romance the money men How to locate hidden sources of capital How to handle objections How to gain a commitment And much more Complete with handy checklists and key financial forms this book is your launch pad for a thriving business venture 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 A Student's Guide to Writing Business Reports Zoë Robinson, Stuart Pedley-Smith, 2010 Written by Kaplan's own Zoe Robinson and Stuart Pedley Smith this essential guide is designed for anyone who needs to write a professional report Taking a practical approach with lots of exercises covering the structure of different types of report and drawing out the differences between reports and other business documents this guide will give you the skills required to present a professional report This book will be aimed at undergraduates people who need to write reports as a key part of their day job or those who simply need to pass the final part of their professional exams **Report Writing for Business** Raymond Vincent Lesikar, 1981 The Easy Steps To Writing A Business Report Peter Smith, 2021-04-26 Employees in most organizations create and use reports however it s important to remember that the business report is a markedly different document than a report created in an academic setting Reports are a key communication tool in business they effectively share and retain information and decisions Reports are classified into two main types informal reports and formal reports both of those classifications are further broken down by type of information A report that is laid out well facilitates the reader s understanding of its content With a clear function and purpose a well formatted report establishes the credibility and professional abilities of the report s creator Business reports are one of the most effective ways to communicate in today s business world Although business reports objectives are broad in scope businesses or individuals can use them to help make important decisions Formal business reports have important functions in helping managers and executives make decisions These documents can have a variety of purposes depending on your needs and industry Learning how to write a formal

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any commercial field ranging from production to finance and marketing An appendix on report structure is included **Guide to Report Writing Michael Netzley, 2011 Business Report Guides** Dorinda Clippinger, 2019-01-16 This book offers tactics for creating business plans as well as research reports Readers will find guides for planning research projects writing proposals identifying major findings drawing conclusions and using them to recommend appropriate actions along with citing sources numbering pages and displaying visuals The book examines business plans why entrepreneurs need them the objectives and contents of business plans and how to guides for each part Business Report Guides can be your go to source for years to come Reading through it in a couple of hours you can gain information for immediate use Keep it handy and refer to it often when reporting research or when planning a new business or altering an existing one Writing Michelle Reid, 2018-08-02 Practical and concise this is the essential guide to writing effective reports It shows students how to tailor report structures and conventions to different audiences and purposes and how to manage changes in format and requirements so that they have the tools and understanding to write reports with confidence It includes real life examples of student reports to illustrate the features of good report writing and a comprehensive checklist to keep students on track This is an invaluable resource for students of all levels who are required to write reports as part of their course New to this Edition Contains a new section on demonstrating critical analysis in the key parts of a report including the literature review methodology and findings Additional guidance on effective writing style The Complete Guide to Functional Writing in English M. Sarada, 2005-10-01 An invaluable aid to master the art of writing for specific purposes **Business** Communication: Concepts, Cases, and Applications P. D. Chaturvedi, 2011 The second edition of Business Communication Concepts Cases and Applications builds on the key strengths of the first edition clear writing style and comprehensive content by updating the material to reflect the latest research and technological developments in business communication and presenting it in a style that engages the reader

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