

Writing a Business Report

Writing Centre Learning Guide

Overview

1. **Start your report with the main point.** Why is this report important? Why was it requested? What has it found?
2. **Organise your content.** Divide your information to blocks of topics.
3. **Give each block a title/heading.**
4. **Begin each block with the main point.** If your heading is a question, your first sentence should be the answer.
5. **Use detail, examples, data.** Back up each main point with specific information and/or numbers from your research.
6. **Give a recommendation.** Call for action and point the way ahead. What should your client do next?

Structure

1. **Title Page:** Title of your report, your name, student number and your course.
2. **Table of Contents:** Include headings, subheadings and page numbers
3. **Executive summary:** Summarises your whole report, and gives your reader a clear idea of what your report says, without needing to read it. Start with the report's purpose, then give your scope, main points, and a summary of your findings and recommendations.
4. **Introduction:** summarises the issue or problem, its background and context, why it matters, why you're looking into it and the scope of the task. You can also introduce your approach and explain your methodology in finding and sorting data.
5. **Literature Review:** Some reports require extra readings on the topic. This is where you research peer-reviewed articles about the problem to let your client know what the literature says.
6. **Method:** Explain how you did the research. Did you interview teenagers on consumer behavior? Did you give a survey out to 50 teenagers, and based your report on these results? Did you investigate the market trends affecting teenagers in the past 20 years? In this section you should show numbers, graphs, charts and tables with your data.

This section may include:

- the type of research design, e.g. qualitative or quantitative?
- sampling procedure, e.g. did you use probability sampling or non-probability sampling techniques and why?
- data collection procedure, e.g. how was the data/information collected? Did you do face-to-face interviews? What are the sources of your information and why did you choose them?

How To Write A Industry Report

R Bogdan



How To Write A Industry Report:

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