

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).

- 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
- 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 Set Out A Business Report

Tao Wei



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Table of Contents How To Set Out A Business Report

1. Understanding the eBook How To Set Out A Business Report
 - The Rise of Digital Reading How To Set Out A Business Report
 - Advantages of eBooks Over Traditional Books
2. Identifying How To Set Out A Business Report
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an How To Set Out A Business Report
 - User-Friendly Interface
4. Exploring eBook Recommendations from How To Set Out A Business Report

- Personalized Recommendations
 - How To Set Out A Business Report User Reviews and Ratings
 - How To Set Out A Business Report and Bestseller Lists
5. Accessing How To Set Out A Business Report Free and Paid eBooks
 - How To Set Out A Business Report Public Domain eBooks
 - How To Set Out A Business Report eBook Subscription Services
 - How To Set Out A Business Report Budget-Friendly Options
 6. Navigating How To Set Out A Business Report eBook Formats
 - ePub, PDF, MOBI, and More
 - How To Set Out A Business Report Compatibility with Devices
 - How To Set Out A Business Report Enhanced eBook Features
 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of How To Set Out A Business Report
 - Highlighting and Note-Taking How To Set Out A Business Report
 - Interactive Elements How To Set Out A Business Report
 8. Staying Engaged with How To Set Out A Business Report
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers How To Set Out A Business Report
 9. Balancing eBooks and Physical Books How To Set Out A Business Report
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection How To Set Out A Business Report
 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
 11. Cultivating a Reading Routine How To Set Out A Business Report
 - Setting Reading Goals How To Set Out A Business Report
 - Carving Out Dedicated Reading Time
 12. Sourcing Reliable Information of How To Set Out A Business Report

- Fact-Checking eBook Content of How To Set Out A Business Report
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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