

HOW TO WRITE A BUSINESS REPORT

Executive Summary

The purpose of this report is to explain how reports in Business Studies are written. In order to do this, the following key areas will be covered:

1. The key components in a business report.
2. Things the markers look for.
3. What to avoid when writing a business report.

1. The Key Components In A Business Report

A business report is written in a very similar way to most essays in that it has an introduction, called an Executive Summary, a body, and a conclusion, called the Summary, or sometimes Conclusion. The main difference is that a business report uses headings, numbers and points, instead of straight paragraphs and sentences.

1.1 The Executive Summary

This is an introduction to the report. It covers briefly what the report is about, the names of businesses that might be referred to and usually follows the format and language of the question being answered. Some people prefer to leave space at the beginning of the report, and write the Executive Summary at the end, once they know what is in the report.

1.2 The Body

The body of a business report goes through each section of the question and answers it in detail. It is set out using headings and sub headings, key words are underlined or highlighted, and bullet points may be used instead of paragraphs. In some circumstances, points may be used instead of sentences.

1.3 The Summary

The Summary is very similar to the Executive Summary. Whilst the Executive summary tells the reader what will be included in the report (future tense), the Summary tells the reader what has been included in the report (past tense). The Summary is usually brief – possibly one or two sentences only.

2. What Markers Look For

Markers generally look for the following:

- A clear, detailed answer to the question asked.
- Examples that relate to the information being discussed.
- Relevant statistics. For example, in 1997 small business employed over 2 million people.
- Clear, easy to read diagrams, that are relevant and labeled. Allow 1/3 to 1/2 a page for these.
- Well set out work, that uses headings, numbers points and underlines or highlights headings and key terms.
- Inclusive language. Stick to non-gender specific terms. For example, the business owner, not businessman or woman.

3. What To Avoid When Writing A Business Report

There are several things that should be avoided when writing a business report. These include:

- Using first person. For example, I, we, you.
- Slang terms or casual language. A business report is a formal piece of writing.
- Getting off the track from what the question asks. There are no marks awarded for irrelevant information.
- Spending all the allocated time on the first or 'easy' part of the question. It is better to attempt all parts of the question than to just answer one or two parts. Try to finish strongly.
- Offensive, sarcastic, rude or discriminatory remarks.
- Giving your own opinion. Phrases such as "I think" or "I believe" should not be used unless the question specifically requires it.

Summary

This report has explained the key issues in writing a business report. It has noted the differences between a report in Business Studies and an essay. This report has also described the three main components of a report, outlined the items markers look for and listed some of the things that should be avoided in a business report.