A Business Report

Mastery 1 – Unit 13

Writing

Language Center

Which do you think is more persuasive?

Hey, boss!

We really need to get some ice lollies for the freezer – I swear I'd work so much better.

Or:

I would like to recommend stocking the freezer with iced treats as a proven way to improve the performance of workers on a warm day.

- In this lesson you will learn how to write a **business report** by providing **facts** and **information** clearly.



A Business Report

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- A **business report** is a **technical** piece of writing. It is written to **prove** something, to **identify** a **problem**, to **raise concerns** about something or to **present research** on a topic.
- Below are certain things you should bear in mind when writing a **business report**.

A Business Report

- **The reader**: Think about **who** is going to **read** the report and **how much** they **know** about the issue already.
- **Register**: A business report should be written in **formal language**. This means no contractions, no slang or idioms, and using **impersonal structures** such as the **passive voice**.
- **Presenting information**: A report is **fact-based** and **objective**. You can use **graphs** and **tables**. You should also use **bullet points** to make the report easy to read.

A Business Report

- A **business report** should have a very **clear structure**, making it as **easy to read** as possible.
- Below are the things that a business report should always have.

Reorder the boxes.

conclusion	A summary of the report's findings, perhaps advising of potential solutions, should be included in the **conclusion**.
headings	Each section should have a **heading**, indicating what it is about.
title	The **title** should tell the reader exactly what the report is about.
body	The **body** allows you to discuss the issue in more detail and show facts and results.
introduction	In the introduction, explain the problem and say what the purpose of the report is.

Answer

title	The **title** should tell the reader exactly what the report is about.
headings	Each section should have a **heading**, indicating what it is about.
introduction	In the introduction, explain the problem and say what the purpose of the report is.
body	The **body** allows you to discuss the issue in more detail and show facts and results.
conclusion	A summary of the report's findings, perhaps advising of potential solutions, should be included in the **conclusion**.

- As mentioned earlier, a **business report** should be written in **formal language**.
- Below are some **phrases** which you can use while writing.

introduction	presenting facts	conclusion
The purpose of this report is...	Interviews were conducted with...	To summarise...
The aim of this report is...	Tests were run by...	I have no hesitation in recommending...
This report is intended to show...	According to...	I would like to make the following recommendations:...

After Writing

- Here are some **questions** that you should **ask yourself** after you have finished writing your **business report**.

Is all of the information relevant? A business report needs to be concise.
Does the report fulfil the purpose which was outlined in the beginning?
Is the report written clearly and is it easy to read?
Is everything in the report objective? If there is any subjective information, it must be eliminated.

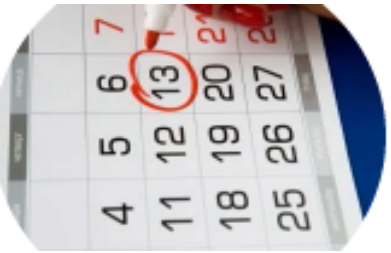
Make similar sentences.



The company has set a target to reduce emissions by 20% by 2021.

Such an initiative will set a precedent within the firm.





We need to set a date for the implementation of the scheme.

Make similar sentences.

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We can draw several conclusions from the data.





I would like to draw your attention to the table on the right.

We run the risk of alienating our partners.



Make similar sentences.

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We can draw a parallel between this scheme and the transport scheme introduced by the government.





The company is going to run tests to check for pollution.

Fill in the gaps with ‘draw, set or run’.

1. The company should _____ a date for the meeting with shareholders.
2. The lab will _____ tests to check for contaminants.
3. Our competitors have _____ some ambitious targets for this quarter.
4. We can _____ some interesting conclusions from the data.
5. If we are too ambitious, we _____ the risk of bankrupting that sector of the company.

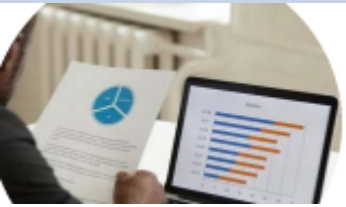
Speaking

Have you ever **set a target** that you could not meet?

How often do the council **run tests** on traffic and pollution in your area?

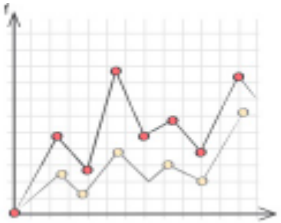
Have you ever worked on a project which **set a precedent** for those to come?

Make similar sentences.



This report puts the data into context.

We cannot understand this data in isolation.



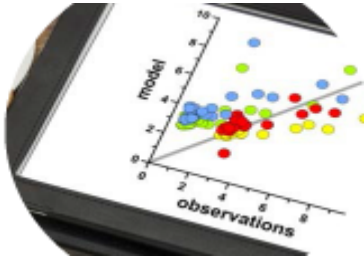


The table on the right helps to clarify the issue.

Make similar sentences.

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The data **provides grounds for** expanding the scheme.



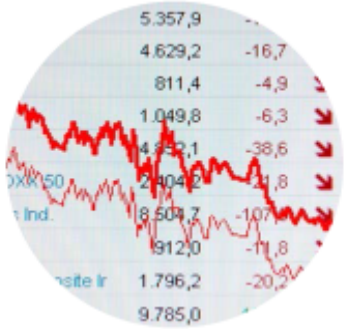


Owing to our initiative, productivity has risen by 7%.

On account of objections from the neighbourhood, the scheme is delayed.



Make similar sentences.



It is a consequence of years of fiscal mismanagement.

Therefore, I suggest implementing the scheme as soon as possible.



Fill in the gaps with the words from the previous pages.

1. The meeting was delayed _____ account of the manager being late.
2. We really need to _____ that chart into context, _____ isolation it means very little.
3. The rollout of the scheme will be delayed owing _____ a problem in our plant.
4. The enthusiasm for the scheme provides _____ for its early implementation.

Speaking

Language Center

Think about a current problem you have at work. Using some of the words below, describe the problem.

owing to

a consequence of

in isolation

on account of

put into context

clarify

Speaking

Now share your problem with your teacher.
Have you ever been in a similar situation?
Come up with some solutions together.

Here is a short example of a business report so that you are familiar with the structure of such a piece of writing.

Report on creating more parking spaces at Fairfax Ltd.

Introduction

The aim of this report is to explore whether the company needs to create more parking spaces.

The current situation

As the chart shows, at present more than 70% of employees drive to work.

Conclusion

I would like to make the following recommendations:

- The company should not create any more parking spaces.

Here is a longer example of the main body of the previous business report.

The current transportation situation

As the chart shows, at present more than 70% of employees drive to work, and over 50% of those questioned said that they had had a problem parking onsite in the past month. 20% of people take public transport to work and 10% of employees walk or cycle. Of those questioned, around a quarter of car drivers said they would consider taking the bus or cycling to work if conditions were improved.

Example of a business report

Results of the team investigation

Of those who cycle to work, over 75% complained that there are not adequate places to leave bikes onsite. They also said that there are not enough changing facilities in the workplace to allow them to change clothes on arrival and before leaving. There were also complaints about the lack of cycle lanes surrounding the office.

The team also found that there were several cars in the car park which did not belong either to employees or visitors to the site.

What would your recommendations for this report be?

Now read the recommendations.
Are they similar to what you thought?

Conclusion

I would like to make the following recommendations:

- The company should not create any more parking spaces, but should ensure that no unauthorised parking takes place onsite.
- The company needs to create more places to leave bikes securely. We should set a target of an increase of 30%.
- The company must invest in facilities to allow employees to shower and change at work.
- The company must work in parallel with the local council to create more cycle lanes around the site.

Make examples for the three parts and type your answers in public chat.

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Homework

Think of a training course which would be beneficial for people working in your company to take e.g. first aid, marketing, management training.

Use this page to plan your ideas for a report which suggests such a course to your boss.