

# ***INFORMAL REPORT WRITING***

## **Chapter 10 & 11**

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# Chapter 10: Formatting Reports and Proposals

In this chapter you will:

- Learn how to format informal documents like reports and proposals
- Learn when to use informal formats for longer documents
- Learn guidelines to format informal documents to communicate a professional image and to make information clear for readers
- Read about sample situations in which informal reports and proposals are written

# Reports and Proposals

- Reports are used to record activities and share research for decision making.
- Proposals, like reports, are part of the decision-making process.
- Reports and proposals are more complex than the definitions, descriptions, instructions, and process explanations. In fact, those genres may be included as sections of reports and proposals.
- You may write reports and proposals for readers within your organization, or you may write these documents for outside readers such as people in other organizations, government agencies, or even the general public.
- Informal reports and proposals can be formatted as letters (for outside readers) or as memos (for inside readers).

# Informal Documents

## Definition:

A somewhat short document, usually no longer than five pages of text, not including attachments. It has more substance than a simple letter or memo but is presented in letter or memo format. It can be directed to readers either outside or inside your organization. If outside, it may be called a letter report or letter proposal. If inside, it may be called a memo report or memo proposal.

# Characteristics

- Informal documents have a narrower focus, on a specific problem, situation, or event.
  - Informal documents may be written by a team, but they are often written by a single author.
  - Informal documents usually have few readers, or even just one reader.
  - Informal documents are usually two to five pages long.
  - Informal documents use letter (for external audiences) or memo (for internal audiences) format.
  - Informal documents may be created in a preset form or a template.
  - Informal documents use headings to help readers find information.
  - Informal documents may include appendixes.

# Guideline 1: Plan Well Before You Write

Before you begin writing a draft, use the Planning Form to record specific information about these points:

- The document's purpose
- The variety of readers who will receive the document
- The needs and expectations of readers, particularly decision makers
  - An outline of the main points to be covered in the body
- Strategies for writing an effective document

# Guideline 2: Use Letter or Memo Format

Letter reports and proposals follow about the same format as typical business letters. Yet the format of letter reports and proposals differs from that of letters in the following respects:

- The greeting is sometimes left out or replaced by an attention line, especially when your letter report or proposal will go to many readers in an organization.
  - A title often comes immediately after the inside address. It identifies the specific project covered in the document. You may have to use several lines because the project title should be described fully, in the same words that the reader would use.
  - Spacing between lines might be single, one-and-one-half, or double, depending on the reader's preference.

# Guideline 3: Make Text Visually Appealing

Your informal report or proposal must compete with other documents for each reader's attention. Following are three visual devices that help get attention, maintain interest, and highlight important information:

- Bulleted points for short lists (like this one)
- Numbered points for lists that are longer or that include a list of ordered steps
- Frequent use of headings and subheadings



## Guideline 4: Use the ABC Format for Organization

1. ABSTRACT : Start with a capsule version of the information most needed by decision makers.
2. BODY : Give details in the body of the document, where technical readers are most likely to linger a while to examine supporting evidence.
3. CONCLUSION : Reserve the end of the document for a description or list of findings, conclusions, or recommendations.

## Guideline 5: Create the Abstract as an Introductory Summary

This section give readers three essential pieces of information:

1. Purpose for the document—Why are you writing it?
2. Scope statement—What range of information does the document contain?
3. Summary of essentials—What main information does the reader most want or need to know?

## Guideline 6: *Put Important Details in the Body*

Following are three main suggestions for organization:

1. Use headings generously.
2. Precede subheadings with a lead-in passage.
3. Move from general to specific in paragraphs.

Another important consideration in organizing the document discussion is the way you handle facts versus opinions

## Guideline 7: *Separate Fact From Opinion*

The safest approach in the document organization is to move logically from findings to your conclusions and, finally, to your recommendations.

1. *Findings*: Facts you uncover (e.g., you observed severe cracks in the foundations of two adjacent homes in a subdivision).
2. *Conclusions*: Summary of the document that emphasizes the information most important to your readers. Opinion is clearly a part of conclusions.
3. *Recommendations*: Suggestions or action items based on your conclusions. These are almost exclusively made up of opinions, but they should clearly be grounded in the facts presented in the document.

## Guideline 8: **Focus Attention in Your Conclusion**

This section gives details about your major findings, your conclusions. Choose the wording that best fits the content of your document.

The precise amount of detail in your conclusion depends on which of these two options you choose for your particular document:

**Option 1**: If your major conclusions or recommendations have already been stated in the discussion, then you only need to restate them briefly to reinforce their importance.

**Option 2**: If the discussion leads up to, but has not covered, these conclusions or recommendations, then you may want to give more detail in this final section.

## Guideline 9: Use Attachments for Less Important Details

- Informal documents are by definition short, yet detailed technical information is often needed for support.
- One solution to this dilemma is to place technical details in clearly labeled attachments that could include

## ■ **Tables and figures:**

Illustrations in informal documents usually appear in attachments unless it is crucial to include one within the text. Informal documents are so short that attached illustrations are easily accessible.

## ■ **Costs:**

It is best to list costs on a separate sheet. First, you do not want to bury important financial information within paragraphs. Second, readers must often circulate cost information, and a separate cost attachment is easy to photocopy and send.

# Guideline 10: Edit Carefully

Many readers judge you on how well you edit every document.

- Keep most sentences short and simple.
- Proofread several times for mechanical errors such as misspellings (particularly personal names).
- Triple-check all cost figures for accuracy.



- Make sure all attachments are included, are mentioned in the text, and are accurate.
  - Check the format and wording of all headings and subheadings.
- Ask a colleague to check over the document.

# Informal Report ( Letter Format)

12 Post Street  
Houston Texas 77000  
(713) 555-9781

April 22, 2012

Big Muddy Oil Company Inc  
12 Rankin St  
Abilene TX 79224

ATTENTION: Mr. James Smith, Engineering Manager

**SHARK PASS STUDY  
BLOCK 15, AREA 43-B  
GULF OF MEXICO**

## INTRODUCTORY SUMMARY

You recently asked our firm to complete a preliminary soils investigation at an off-shore rig site. This report presents the tentative results of our study, including major conclusions and recommendations. A longer, formal report will follow at the end of the project.

On the basis of what we have learned so far, it is our opinion that you can safely place an oil platform at the Shark Pass site. To limit the chance of a rig leg punching into the seafloor, however, we suggest you follow the recommendations in this report.

## WORK AT THE PROJECT SITE

On April 15 and 16, 2012, M-Global's engineers and technicians worked at the Block 15 site in the Shark Pass region of the gulf. Using M-Global's leased drill ship, *Seeker II*, as a base of operations, our crew performed these main tasks:

- Seismic survey of the project study area
- Two soil borings of 40 feet each

Both seismic data and soil samples were brought to our Houston office the next day for laboratory analysis.

## LABORATORY ANALYSIS

On April 17 and 18, our lab staff examined the soil samples, completed bearing capacity tests, and evaluated seismic data. Here are the results of that analysis.

## Soil Layers

Our initial evaluation of the soil samples reveals a 7- to 9-foot layer of weak clay starting a few feet below the seafloor. Other than that layer, the composition of the soils seems fairly typical of other sites nearby.



M-Global Inc | 127 Rainbow Lane | Baltimore MD 21202 | 410.555.8175

James Smith

April 22, 2012

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## Bearing Capacity

We used the most reliable procedure available, the XYZ method, to determine the soil's bearing capacity (i.e., its ability to withstand the weight of a loaded oil rig). That method required that we apply the following formula:

$Q = cN_v + tY$ , where

$Q$  = ultimate bearing capacity

$c$  = average cohesive shear strength

$N_v$  = the dimensionless bearing capacity factor

$t$  = footing displacement

$Y$  = weight of the soil unit

The final bearing capacity figure will be submitted in the final report, after we repeat the tests.

## Seafloor Surface

By pulling our underwater seismometer back and forth across the project site, we developed a seismic "map" of the seafloor surface. That map seems typical of the flat floor expected in that area of the gulf. The only exception is the presence of what appears to be a small sunken boat. This wreck, however, is not in the immediate area of the proposed platform site.

## CONCLUSIONS AND RECOMMENDATIONS

Based on our analysis, we conclude that there is only a slight risk of instability at the site. Although unlikely, it is possible that a rig leg could punch through the seafloor, either during or after loading. We base this opinion on (1) the existence of the weak clay layer, noted earlier, and (2) the marginal bearing capacity.

Nevertheless, we believe you can still place your platform if you follow careful rig-loading procedures. Specifically, take these precautions to reduce your risk:

1. Load the rig in 10-ton increments, waiting 1 hour between loadings.
2. Allow the rig to stand 24 hours after the loading and before placement of workers on board.
3. Have a soils specialist observe the entire loading process to assist with any emergency decisions if problems arise.

As noted at the outset, these conclusions and recommendations are based on preliminary data and analysis. We will complete our final study in three weeks and submit a formal report shortly thereafter.

M-Global, Inc., enjoyed working once again for Big Muddy Oil at its Gulf of Mexico lease holdings. I will phone you this week to see if you have any questions about our study. If you need information before then, please give me a call.

Sincerely,

*Bartley Hopkins*

Bartley Hopkins, Project Manager

M-Global, Inc.

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Notes why this method was chosen (i.e., reliability).

Explains both how the mapping procedure was done and what results it produced.

Leads off section with major conclusion, for emphasis.

Restates points (made in body) that support conclusion.

Uses list to emphasize recommendations to reduce risk.

Again mentions tentative nature of information, to prevent misuse of report.

Maintains contact and shows initiative by offering to call client.

# Informal Report (Memo Format)

TO: Gary Lane  
FROM: Jeff Bilstrom *JB*  
SUBJECT: Creation of Logo for Montrose Service Center  
DATE: October 3, 2012

Part of my job as director of public relations is to get the Montrose name firmly entrenched in the minds of metro Atlanta residents. Having recently reviewed the contacts we have with the public, I believe we are sending a confusing message about the many services we offer retired citizens in this area.

To remedy the problem, I propose we adopt a logo to serve as an umbrella for all services and agencies supported by the Montrose Service Center. This proposal gives details about the problem and the proposed solution, including costs.

## The Problem

The lack of a logo presents a number of problems related to marketing the center's services and informing the public. Here are a few:

- The letterhead mentions the organization's name in small type, with none of the impact that an accompanying logo would have.
- The current brochure needs the flair that could be provided by a logo on the cover page, rather than just the page of text and headings that we now have.
- Our 14 vehicles are difficult to identify because there is only the lettered organization name on the sides without any readily identifiable graphic.
- The sign in front of our campus, a main piece of free advertising, could better spread the word about Montrose if it contained a catchy logo.
- Other signs around campus could display the logo, as a way of reinforcing our identity and labeling buildings.

It's clear that without a logo, the Montrose Service Center misses an excellent opportunity to educate the public about its services.

## The Solution

I believe a professionally designed logo could give the Montrose Service Center a more distinct identity. Helping to tie together all branches of our operation, it would give the public an easy-to-recognize symbol. As a result, there would be a stronger awareness of the center on the part of potential users and financial contributors.

Gary Lane  
October 3, 2012  
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The new logo could be used immediately to do the following:

- Design and print letterhead, envelopes, business cards, and a new brochure.
- Develop a decal for all company vehicles that would identify them as belonging to Montrose.
- Develop new signs for the entire campus, to include a new sign for the entrance to the campus, one sign at the entrance to the Blane Workshop, and one sign at the entrance to the Administration Building.

## Cost

Developing a new logo can be quite expensive. However, I have been able to get the name of a well-respected graphic artist in Atlanta who is willing to donate his services in the creation of a new logo. All that we must do is give him some general guidelines to follow and then choose among 8–10 rough sketches. Once a decision is made, the artist will provide a camera-ready copy of the new logo.

• Design charge	\$0.00
• Charge for new letterhead, envelopes, business cards, and brochures (min. order)	545.65
• Decal for vehicles 14 @ \$50.00 + 4%	728.00
• Signs for campus	415.28
Total Cost	\$1,688.93

## Conclusion

As the retirement population of Atlanta increases in the next few years, there will be a much greater need for the services of the Montrose Service Center. Because of that need, it's in our best interests to keep this growing market informed about the organization.

I'll stop by later this week to discuss any questions you might have about this proposal.

# Chapter 11

## **Reports for Information and Analysis**

# Students will:

- Learn how informative reports are used to share information and keep records in organizations
  - Learn the ABC format for four types of informative reports: activity reports, progress reports, regulatory reports, and lab reports
- Learn how analytical reports are used to guide decision making in organizations
  - Learn the ABC format for four types of analytical reports: problem analysis, recommendation reports, feasibility studies, and equipment evaluations
  - Read and analyze model informative and analytical reports



# Informative Reports

# Informative Reports

- Most common type of document used in organizations.
- Provides a record of the organizations history in detail.
- Can be archived for future reference.
- Usually have different templates from other organizations.



# Four Common Informative Reports

- Activity Reports
- Progress Reports
- Regulatory Reports
- Lab Reports

# Activity Reports

- Written in sets of periods: *weekly, monthly, quarterly, etc.*
- Periodic self evaluations written as forms.
- Different types of activity reports: *trip report, incident report*
- Can be automated with stored data

# Activity Report ABC Format

- **Abstract:** Time period, project, or event covered in report.
- **Body:** List of activities or events
  - Organization that emphasizes type of activity, by project, or by client.
  - Problems important to reader.
- **Conclusion:** Future actions
  - Actions for continuing and ongoing activities.
  - Plans for addressing problems or for the time period covered by the next report.

# Progress Reports

- Used to cover the progress of specific data.
- Contain mostly objective data.
- Used to that the project is on time, and on budget.

# Progress Report ABC Format

- **Abstract:** Project and general progress.
- **Body:** Description of work completed since last report.
  - Explanation of incomplete work
  - Description of work remaining
- **Conclusion:** Brief restatement of work since last report.
  - Expression of confidence in overall task

# Regulatory Reports

- Required by most organizations to show that they are in compliance with federal, state and local regulations.
- Some highly regulated industries hire technical communicators for their reports

# Regulatory Report ABC Format

- **Abstract:** Reference to standards or regulations that are the subject of the report.
- **Body:** Detailed information about the findings
  - Description of observations
  - Description of problem observed
- **Conclusion:** Summary of the degree of compliance.
  - Improvement Recommendations

# Lab Reports

- Used by college students and technical organizations alike.
- Used to communicate the results of laboratory results.
- May also be included in analytical reports.



# Lab Report ABC Format

- **Abstract:** Summary of laboratory investigation.
  - Purpose of investigation
- **Body:** Summary of laboratory results.
  - Unusual problems or occurrences.
- **Conclusion:** Statement or restatement of main result
  - Implications of further testing or work

# Analytical Report Writing

# Questions for analytical report writing

1. What is the situation or problem that has prompted the report?
2. Will the reader use the report to understand a situation, to solve a problem, or to implement improvements?
3. What information does the reader need to act?
4. What criteria will be used to make a decision?
5. What information do the criteria call for?

# Criteria of Decision Making

- Technical Criteria
- Managerial Criteria
- Social Criteria

# Problem Analysis

1. Problem analyses, whose main focus is problems
2. Recommendation reports, whose main focus is solutions.
3. Be aware that during your career, you may be called on to write reports that combine both types.

## ABC Format: Problem Analysis

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- **ABSTRACT:** Purpose of report
    - Capsule summary of problems covered in report discussion
  - **BODY:** Background on source of problems
    - Well-organized description of the problems observed
    - Data that support your observations
    - Consequences of the problems
  - **CONCLUSION:** Brief restatement of main problems (unless report is so short that such restatement would seem repetitious)
    - Degree of urgency required in handling problems
    - Suggested next step
-

April 16, 2012  
Mr Jay Henderson  
Christ Church  
10 Smith Dr  
Jar Georgia 30060

**PROBLEM ANALYSIS:  
NEW CHURCH BUILDING SITE**

**Introductory Summary**

Last week, your church hired our firm to study problems caused by the recent incorporation of the church's new building site within the city limits. Having reviewed the city's planning and zoning requirements, we have found some problems with your original site design—which initially was designed to meet the county's requirements only. My report focuses on problems with four areas on the site:

1. Landscaping screen
2. Church sign

3. Detention pond
4. Emergency vehicle access

Attached to this report is a site plan to illustrate these problems as you review the report. The plan was drawn from an aerial viewpoint.

#### **Landscaping Screen**

The city zoning code requires a landscaping screen along the west property line, as shown on the attached site illustration sheet. The former design does not call for a screen in this area. The screen will act as a natural barrier between the church parking lot and the private residence adjoining the church property. The code requires that the trees for this screen be a minimum height of 8 feet with a height maturity level of at least 20 feet. The trees should be an aesthetically pleasing barrier for all parties, including the resident on the adjoining property.

#### **Church Sign**

After the site was incorporated into the city, the Department of Transportation decided to widen Woodstock Road and increase the setback to 50 feet, as illustrated on our site plan. With this change, the original location of the sign falls in the road setback. Its new location must be out of the setback and closer to the new church building.

#### **Detention Pond**

The city's civil engineers reviewed the original site drawing and found that the detention pond is too small. If the size of the detention pond is not increased, rainwater may build up and overflow into the building, causing a considerable amount of flood damage to property in the building and to the building itself. There is a sufficient amount of land in the rear of the site to enlarge and deepen the pond to handle all expected rainfall.

#### **Emergency Vehicle Access**

On the original site plan, the slope of the ground along the back of the new building is so steep that an ambulance or city fire truck will not be able to gain access to the rear of the building in the event of a fire. This area is shown on our site illustration around the north and east sides of the building. The zoning office enforces a code that is required by the fire marshal's office. This code states that all buildings within the city limits must provide a flat and unobstructed access path around the buildings. If the access is not provided, the safety of the church building and its members would be in jeopardy.

#### **Conclusion**

The just-stated problems are significant, yet they can be solved with minimal additional cost to the church. Once the problems are remedied and documented, the revised site plan must be approved by the zoning board before a building permit can be issued to the contractor.

I look forward to meeting with you and the church building committee next week to discuss any features of this study and its ramifications.

Sincerely,



Thomas K. Jones  
Senior Landscape Engineer

Enclosure



# Recommendation Reports

- Specific Suggestions regarding a domain.
- Domains: personnel, equipment, procedures, products, and services.
- Persuasion using objective data.

## ABC Format: Recommendation Report

- **ABSTRACT:** Purpose of report
    - Brief reference to problem to which recommendations respond
    - Capsule summary of recommendations covered in report discussion
  - **BODY:** Details about problem, if necessary
    - Description of options
    - Data that support recommendations (with reference to attachments, if any)
    - Main benefits of recommendations
    - Any possible drawbacks
  - **CONCLUSION:** Brief statement or restatement of main recommendations (optional)
    - The main benefit of recommended change
    - Your offer to help with next step
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April 21, 2012  
Kenman Aircraft Company  
76 Jonesboro Road  
Sinman Colorado 87885

Attention: Mr. Ben Randall, Facilities Manager

#### EMERGENCY EXIT STUDY

##### Introductory Summary

As you requested, I have just completed a study of the emergency exits in your accounting office at the plant. My study indicates that you have two main problems: (1) easier access to exits is needed, and (2) more exit signs and better visibility of these signs are needed. This report contains recommendations for rearranging the floor plan and improving signage.

##### Problems with Current Floor Plan

Two main problems cause the accounting office to fail to meet the county's guidelines for access to fire exits. First, the file cabinets on the north wall of the office are partially blocking the Reynolds Lane exit. Second, the office photocopier partially blocks the exit to the east hallway. In the first case, the file cabinets are so heavy that they cannot be moved by one person. In the second case, the photocopier can be rolled out of the way only by a very strong individual. Obviously, both situations are unacceptable and violate the current code.

The other problem is signage. The Reynolds Lane exit has an exit sign, but it is not easily seen. The east hallway exit has no sign at all. In addition, the rest of the office lacks any maps that show people the location of the two fire exits.

##### Recommendations for Solving Exit Problem

Fortunately, the existing problems can be corrected with only minor cost to the company. The following recommendations should be implemented immediately on your receipt of this report:

1. Move the file cabinets on the north wall to the east wall so that they no longer block the Reynolds Street exit.
2. Relocate the photocopier to the office supply room or the cubicle adjacent to it.
3. Remove the undersized exit sign from the Reynolds Street exit.
4. Purchase and install two county-approved exit signs above the two fire exits.
5. Draw up an emergency plan map and post a copy in every cubicle within the accounting office.

When you implement these recommendations, you will meet the county's current fire regulations.

##### Conclusion

I strongly suggest that my recommendations be put into action as soon as possible. By doing so, you greatly reduce the risk to your employees and your associated liability.

If you have any questions or need additional information, please call me at your convenience.

Sincerely,



Howard B. Manwell  
Field Engineer

# Feasibility Studies

- Practicality of a proposed policy, product, service, or other change within an organization.
- Costs, alternatives, and likely effects.
- Adopt or reject the one idea discussed.
- To opt one of several alternatives presented in the study.

## ABC Format: Feasibility Study

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- **ABSTRACT:** Capsule summary of information for the most important readers (i.e., the decision makers)
    - Brief statement about who has authorized the study and for what purpose
    - Brief mention of the criteria used during the evaluation
    - Brief reference to your recommendation
  - **BODY:** Details that support whatever conclusions and recommendations the study contains, working logically from fact toward opinion
    - Organization that compares advantages and disadvantages of each option
    - Description of evaluation criteria used during your study
    - Description of exactly *what* was evaluated and *how*, especially if you are comparing several items
  - **CONCLUSION:** Wrap-up in which you state conclusions and recommendations resulting from the study
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# Equipment Evaluations

- How equipment has, or has not, functioned.
- Machinery, tools, vehicles, office supplies, computer hardware, and computer software.



## ABC Format: Equipment Evaluation

- **ABSTRACT:** Purpose of report
  - Capsule summary of what your report says about the equipment
  - Reason for the evaluation
- **BODY:** Thorough description of the equipment being evaluated
  - Well-organized critique, either analyzing the parts of one piece of equipment or contrasting several pieces of similar equipment according to selected criteria
  - Additional supporting data, with reference to any attachments
- **CONCLUSION:** Brief restatement of major findings, conclusions, or recommendations

## MEMO

DATE: July 25, 2013  
TO: Hank Worley, Project Manager  
FROM: Melanie Frank, Office Manager /Mf  
SUBJECT: Evaluation of Best Choice Software

Uses optional first heading for abstract section of ABC format. Gives background, main points, and scope statement.

### INTRODUCTORY SUMMARY

When the office purchased one copy of Best Choice Software last month, you suggested I send you an evaluation after 30 days' use. Having now used Best Choice for a month, I have concluded that it meets all our performance expectations. This memo presents our evaluation of the main features of Best Choice.

Notes five main criteria to be evaluated.

### HOW BEST CHOICE HELPED US

Best Choice provides five primary features: word processing, file management, spreadsheet, graphics, and a user's guide. My critique of all five features is included here.

Begins paragraph with most important point. Supports claim with evidence.

#### Word Processing

The system contains an excellent word-processing package that the engineers as well as the secretaries have been able to learn easily. This package can handle both our routine correspondence and the lengthy reports that our group generates. Of particular help is the system's 90,000-word dictionary, which can be updated at any time. The spelling correction feature has already saved much effort that was previously devoted to mechanical editing.

Uses specific example to document opinion.

#### File Management

The file-manager function allows the user to enter information and then to manipulate it quickly. During one three-day site visit, for example, a field engineer recorded a series of problems observed in the field. Then she rearranged the data to highlight specific points I asked her to study, such as I-beam welds and concrete cracks.

Gives simple explanation of how spreadsheet works.

#### Spreadsheet

Like the system's word-processing package, the spreadsheet is efficient and quickly learned. Because Best Choice is a multipurpose software package, spreadsheet data can be incorporated into letter or report format. In other words, spreadsheet information can be merged with our document format to create a final draft for submission to clients or supervisors, with a real savings in time. For example, the memo I sent you last week on budget projections for field equipment took me only an hour to complete; last quarter, the identical project took four hours.





### Graphics

The graphics package permits visuals to be drawn from the data contained in the spreadsheet. For example, a pie chart that shows the breakdown of a project budget can be created easily by merging spreadsheet data with the graphics software. With visuals becoming such an important part of reports, we have used this feature of Best Choice quite frequently.

Shows relevance of graphics to current work.

### User's Guide

Eight employees in my group have now used the Best Choice user's guide. All have found it well laid out and thorough. Perhaps the best indication of this fact is that in 30 days of daily use, we have placed only three calls to the Best Choice customer-service number.

Supplies strong supporting statistic.

### CONCLUSION

Best Choice seems to contain just the right combination of tools to help us do our job, both in the field and in the office. These are the system's main benefits:

Wraps up report by restating main points.

- Versatility—it has diverse functions
- Simplicity—it is easy to master

The people in our group have been very pleased with the package during this 30-day trial. If you like, we would be glad to evaluate Best Choice for a longer period.

Offers follow-up effort.

Thank You!