

Writing and Completing Business Reports and Proposals

The brochure is titled "Writing and Completing Business Reports and Proposals". The left page is titled "Your project" and discusses requirements. The right page is titled "Show" and discusses infographics, numbers, and illustrations.

Your project
Good requirements are objective and testable.

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Show

Infographics

Extremely effective evidence as dashboards due to Securing marlaine bed welcomed offend for site:
infographic, which offers readers a visual representation of data or information. It can be used to illustrate complex concepts in a clear and concise way. Infographics often include charts, graphs, and other visual elements to help convey information effectively.

Numbers

Extremely effective evidence as dashboards due to Securing marlaine bed welcomed offend for site:
numerical data, such as statistics, percentages, and figures. Numbers can be used to provide specific data points that support a claim or argument. Numerical data is often presented in tables, charts, and graphs to make it easier to understand.

Let the numbers speak for themselves, but also be sure to illustrate using a background story.

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Three-Step Writing Process

Planning

Analyze the

Situation
Investigate the
Topic
Adapt to the

Audience

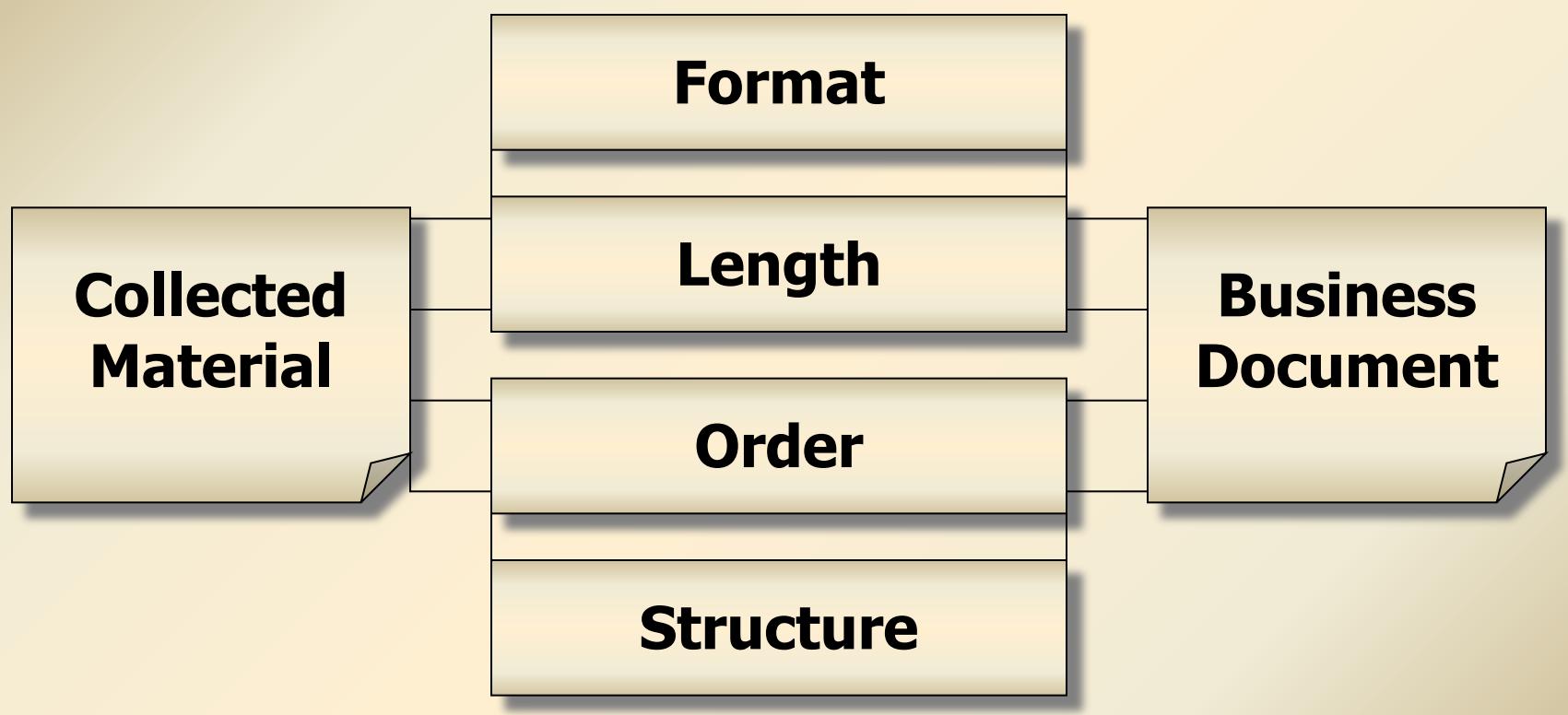
Writing

Organize the
Message
Compose the
Message

Completing

Revise the Message
Produce the Message
Proofread the
Message

Organizing Reports and Proposals

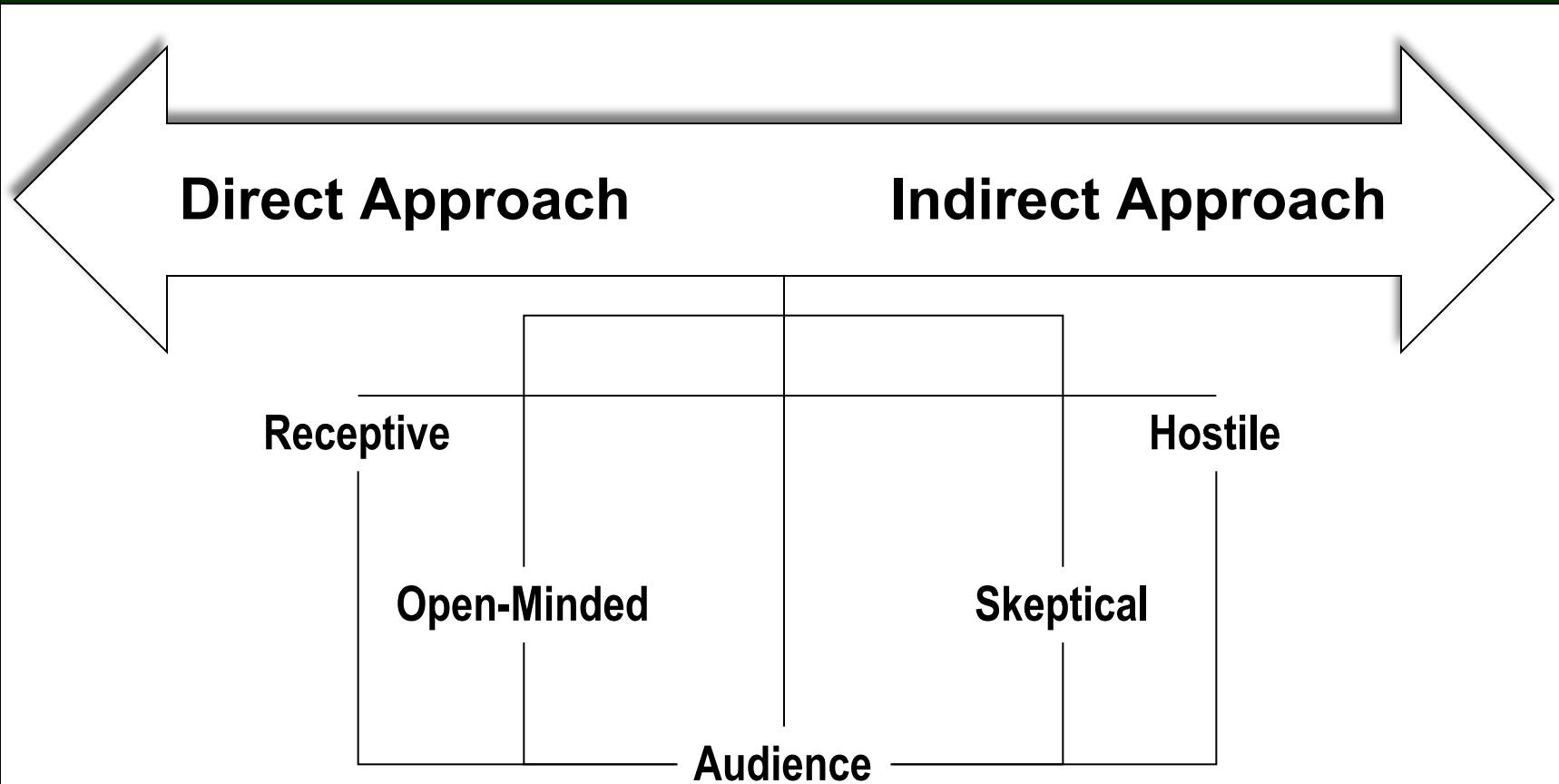


Selecting Format and Length

- Preprinted Form
- Letter
- Memorandum
- Manuscript



Choosing an Approach



Structuring Informational Reports

Importance

Sequence
(To describe process)

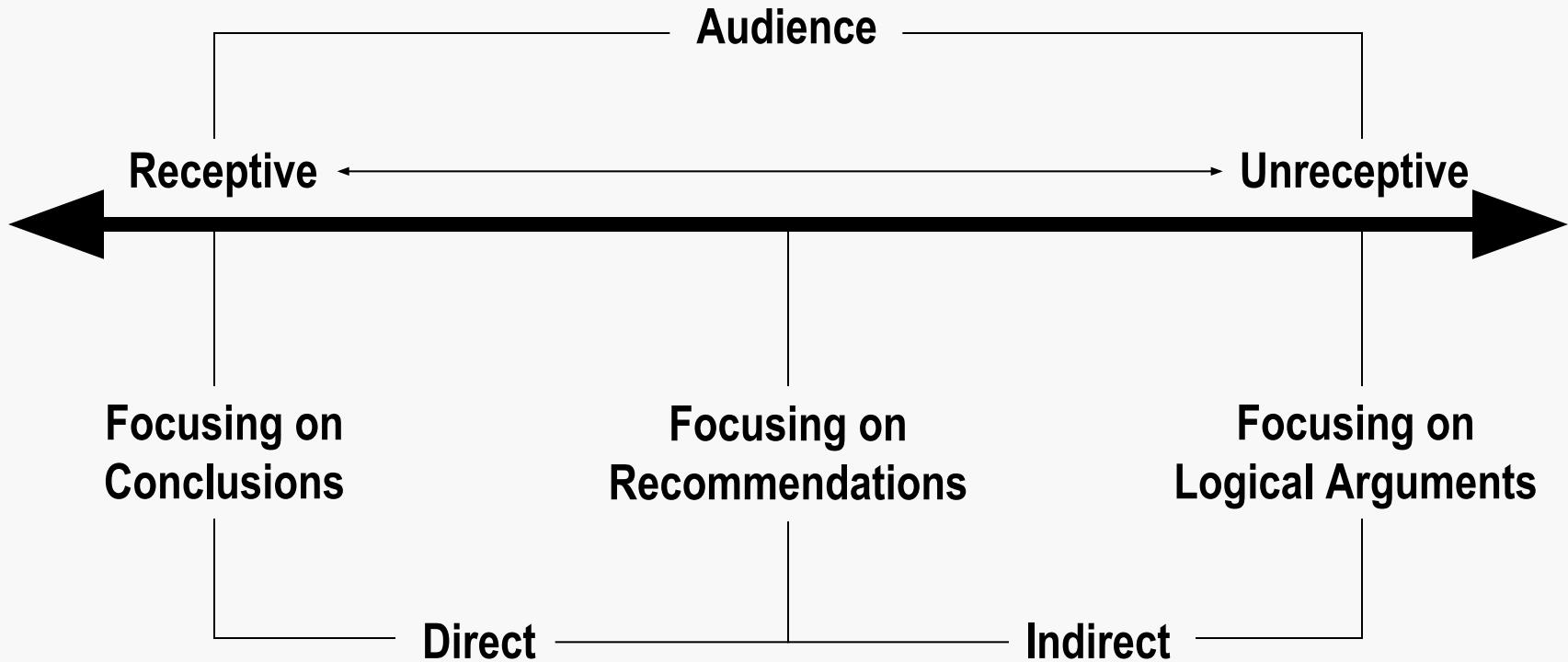
Chronology
(To describe chain of events)

Spatial Orientation
(To describe how something works)

Geography

Category
(To review several distinct Aspects)

Structuring Analytical Reports



Structuring Proposals

Solicited

(Problem identified, they asked for proposal)

- Receptive Audience
- Recognized Problem
- Identified Solution

Unsolicited

(Audience don't know the problem, clarify first, then propose solution)

- Skeptical Audience
- Unrecognized Problem
- Proposed Solution

Selecting Visual Aids

Keep in mind that most visuals are not interchangeable. Some types of visuals depict certain kinds of data better than others:

- To present detailed, exact values, use tables.
- To illustrate trends over time, use a line chart or a bar chart.
- To show frequency or distribution, use a pie chart, segmented bar chart, or area chart.
- To compare one item with another, use a bar chart.
- To compare one part with the whole, use a pie chart.
- To show correlations, use a line chart, a bar chart, or a scatter (dot) chart.
- To show geographic relationships, use a map.
- To illustrate a process or a procedure, use a flowchart or a diagram.

The Parts of a Table

| | <i>Multicolumn Head*</i> | | <i>Single Column Head</i> | <i>Single Column Head</i> |
|------------------|--------------------------|-------------------|---------------------------|---------------------------|
| <i>Stub head</i> | <i>Subhead</i> | <i>Subhead</i> | | |
| Row head | XXX | XXX | XX | XX |
| Row head | | | | |
| Subhead | XX | XXX | XX | XX |
| Subhead | XX | XXX | XX | XX |
| Total | <u>XXX</u> | <u>XXX</u> | <u>XX</u> | <u>XX</u> |

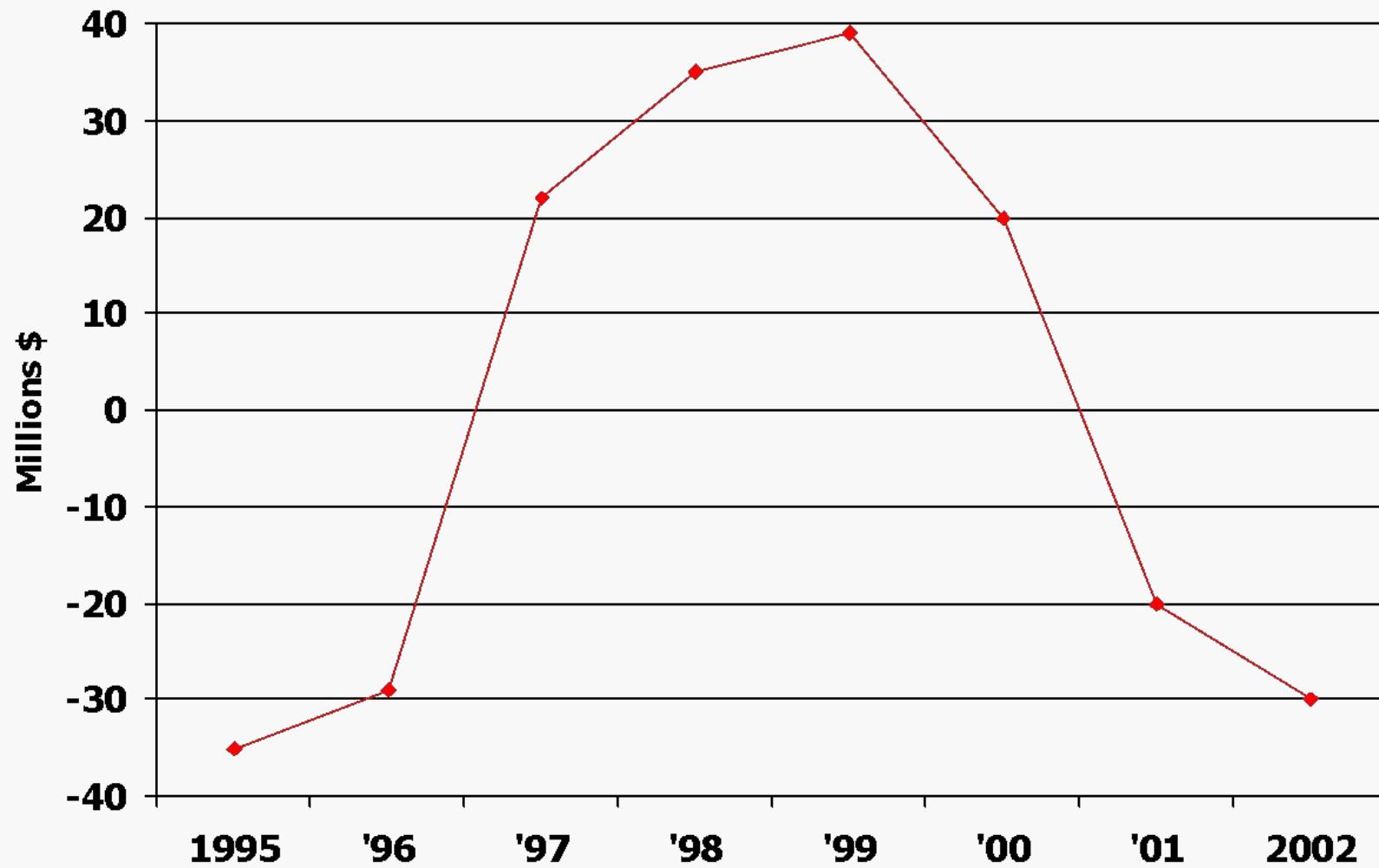
Source: (In the same format as a text footnote).

**Footnote (for explanation of elements in the table).*

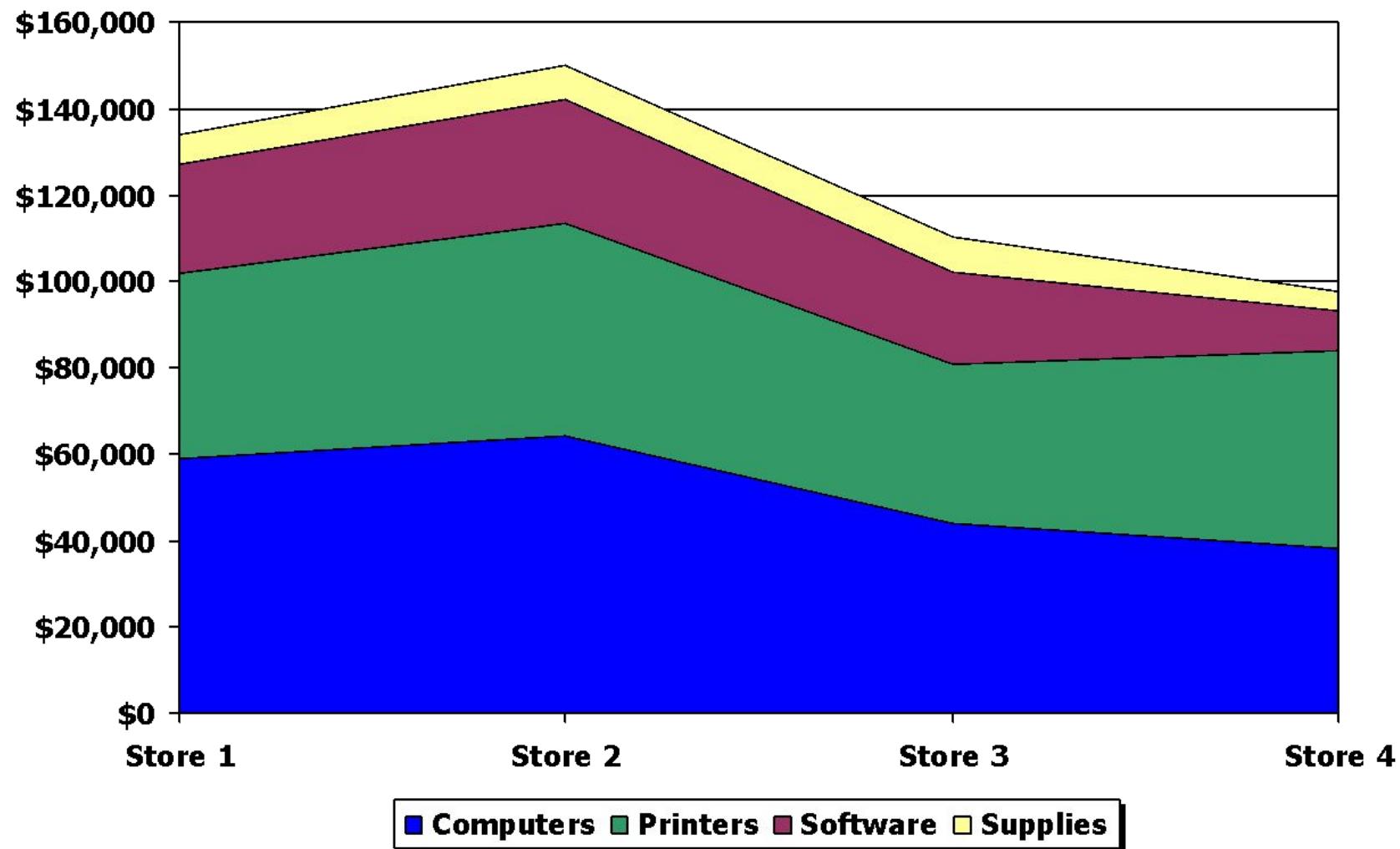
Preparing Tables

- **Use common, clearly identified units**
- **Use the same units for all items in a column**
- **Label column headings**
- **Separate rows and columns**
- **Document data sources**

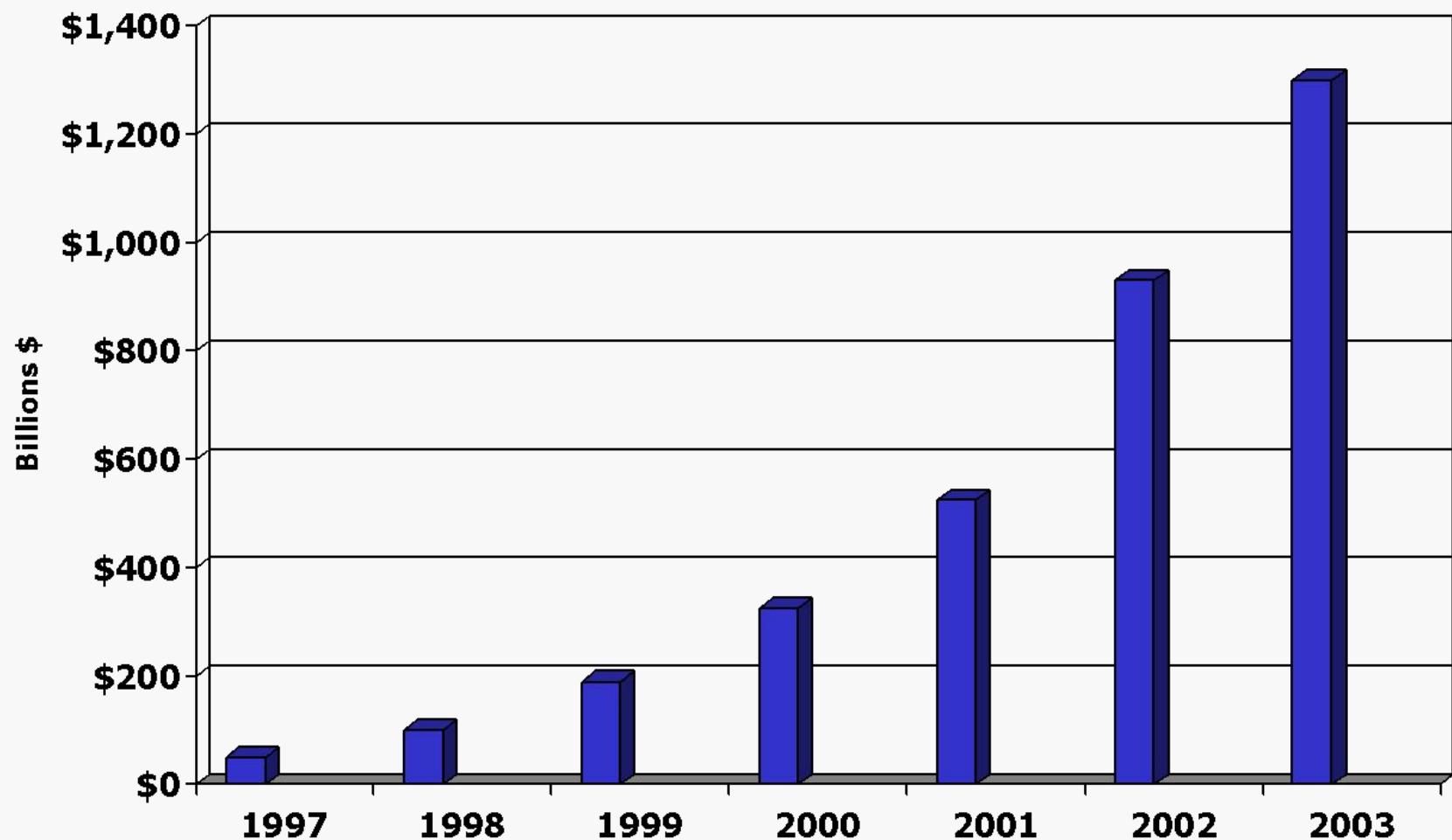
Line Chart: Net Operating Income/Loss of Santa Monica Studios



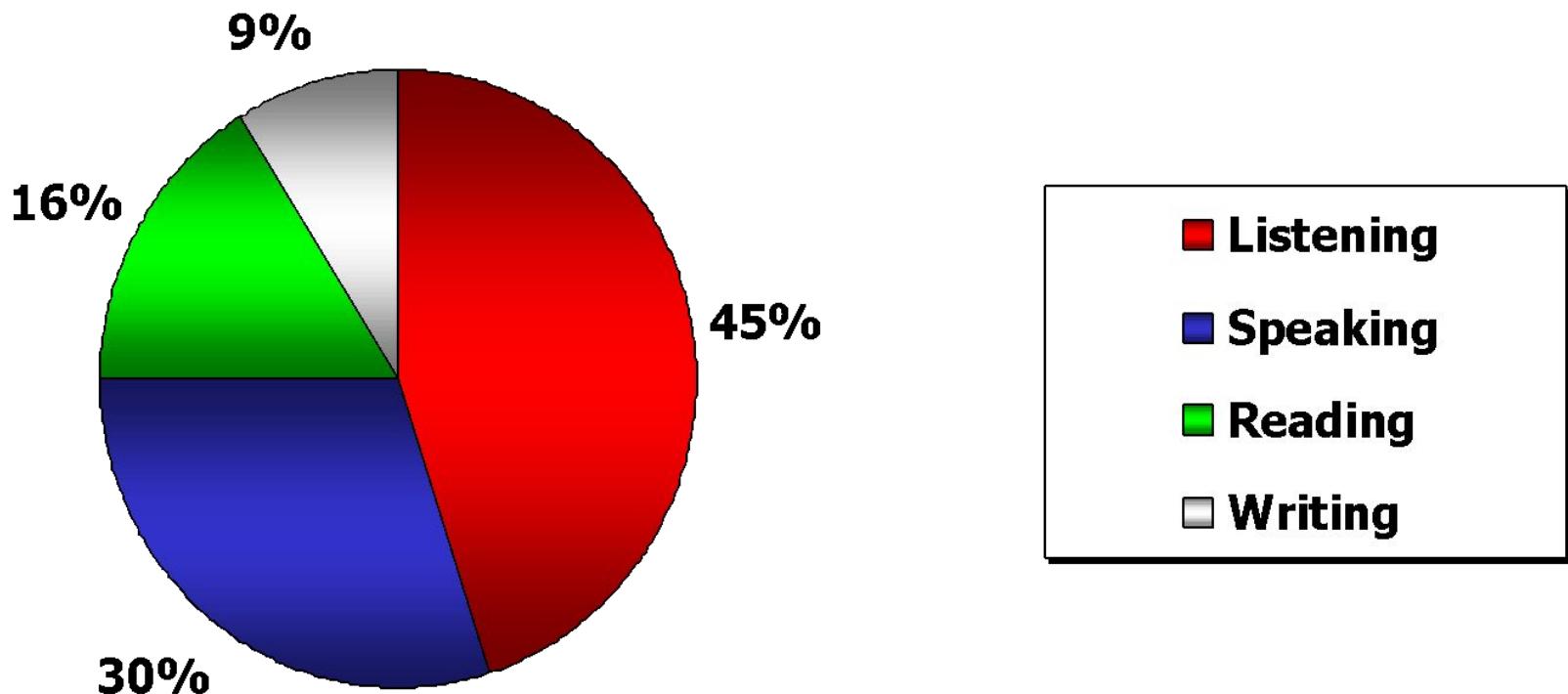
Surface Chart: Average Monthly Sales at Computer Land



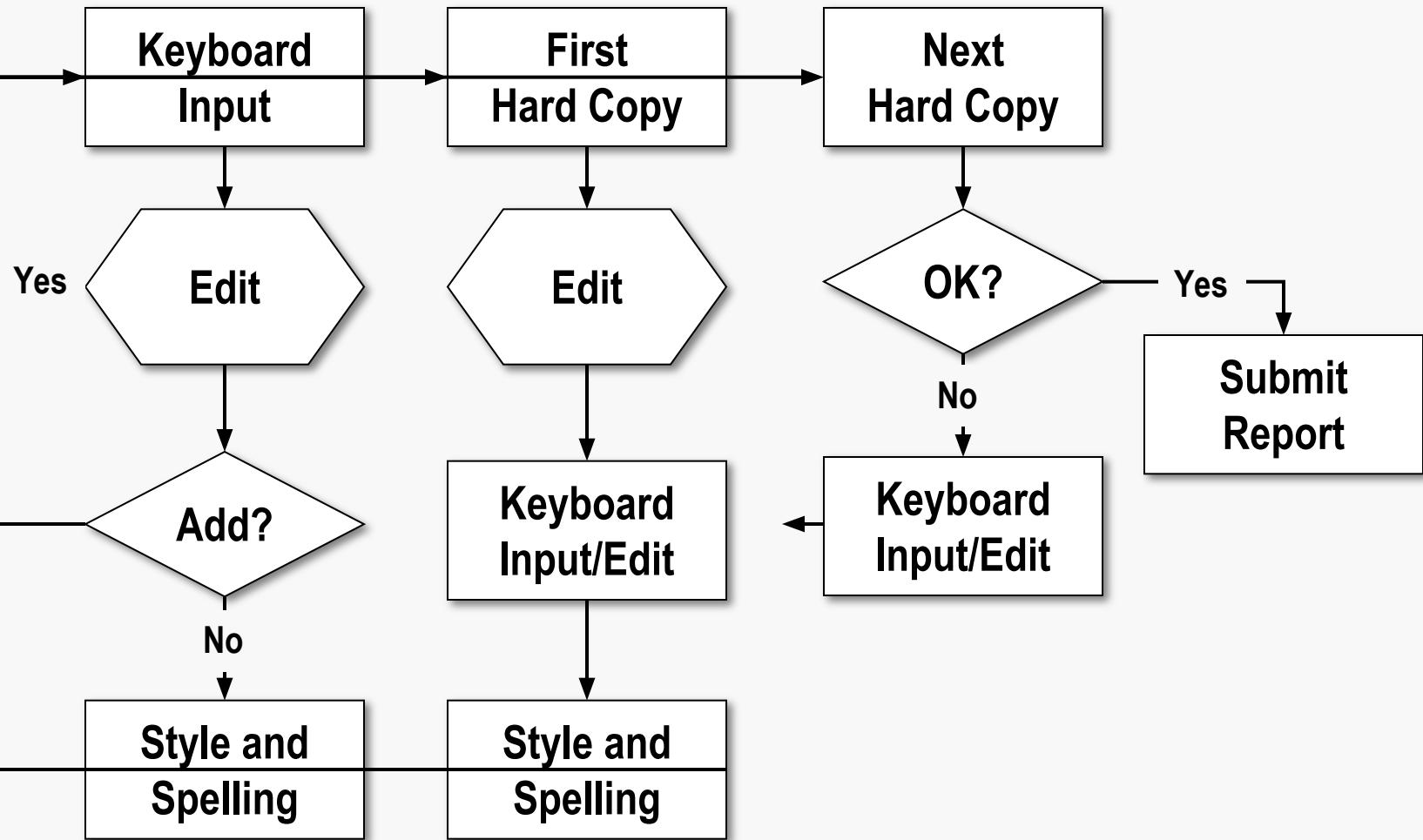
Bar Chart: Total Internet Sales 1997-2003



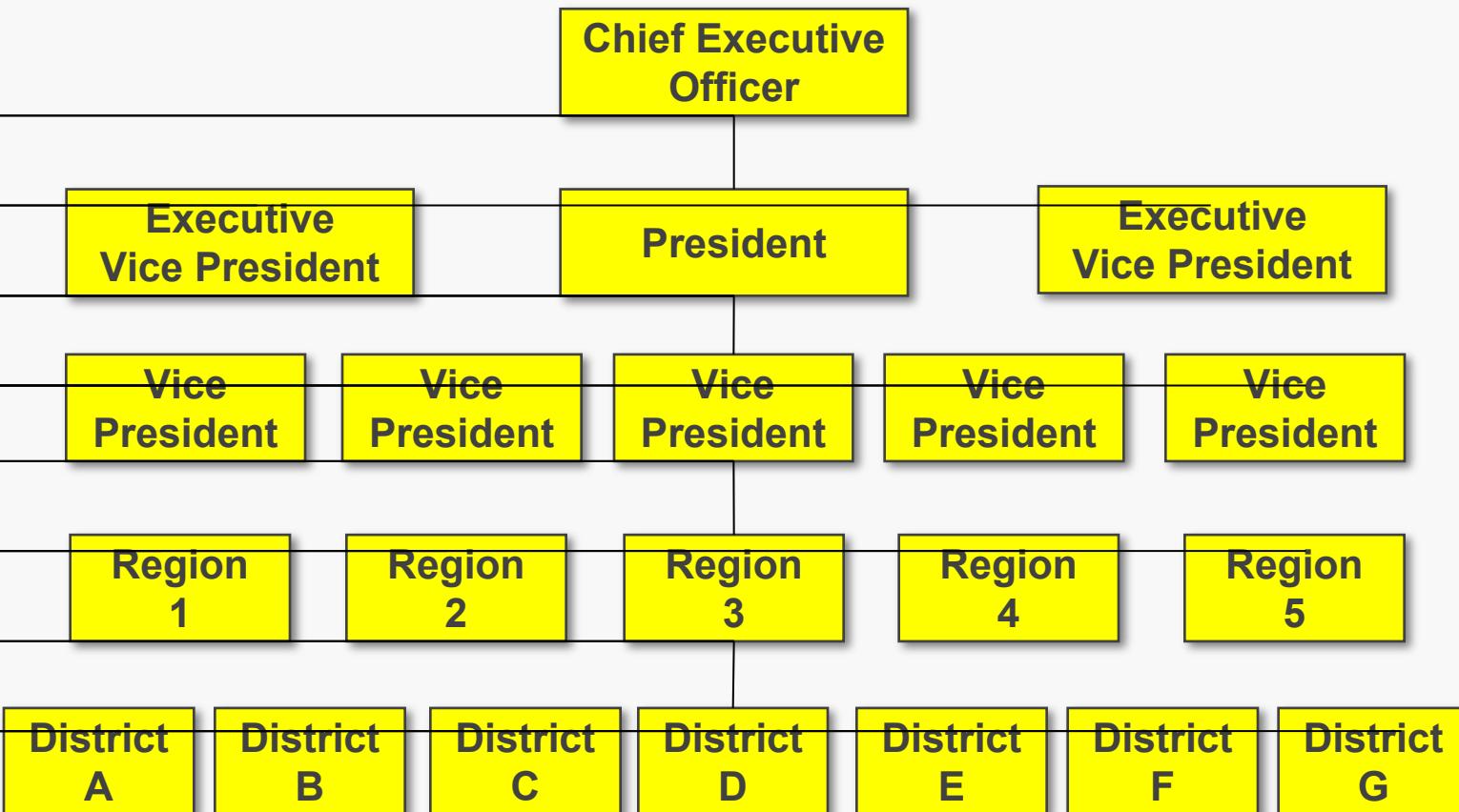
Usage of Business Communication Channels



Flow Chart: The Report Writing Process



Organization Chart



Using Computers to Create Visuals

Advantages

Speed

Accuracy

Ease of Use

Challenges

Image

Message

Audience

Composing Reports and Proposals



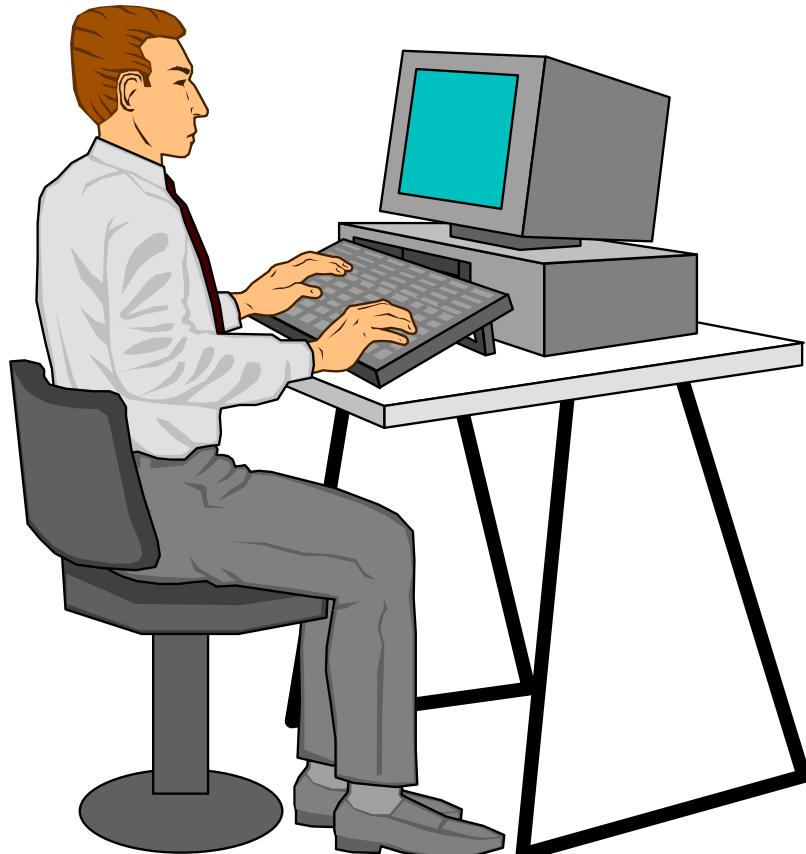
Text and Content

Degree of Formality

Time Perspective

Navigational Clues

Successful Reports



- Accurate
- Complete
- Balanced (*Not biased*)
- Structured (*Maintains a flow*)
- Documented (*Cites credible source*)

Successful Proposals

- Demonstrate your knowledge
- Provide concrete examples
- Research the competition
- Prove that your proposal is workable
- Adopt a “you” attitude
- Package your proposal attractively

The Introduction

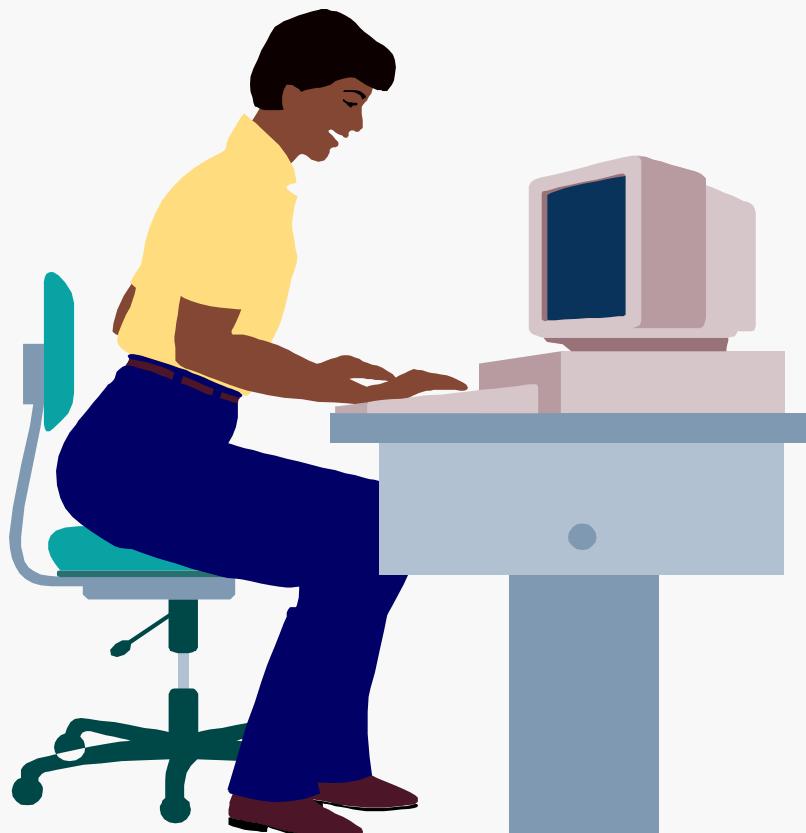
**Context
or Problem**

**Subject
or Purpose**

Main Ideas

**Overall
Tone**

The Body Chapters



Present

Analyze

Interpret

Support

The Closing Section

Emphasizes the Main Points

Summarizes the Benefits

Reinforces the Structure

Brings Action Items Together

Additional Report-Writing Tasks

Formality

Time Frame

Overall Structure



Completing Reports and Proposals

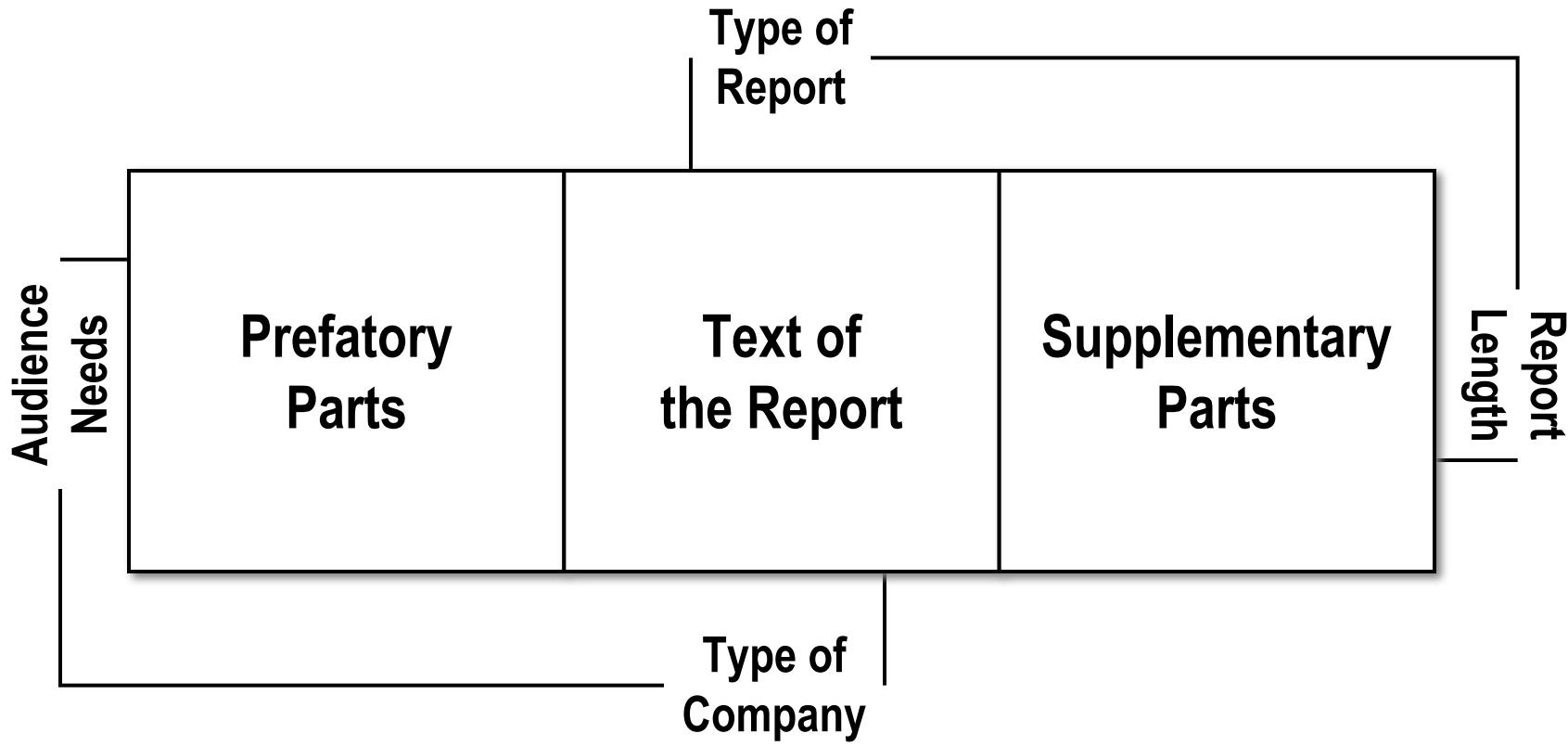


Revising

Producing

Proofreading

Components of Formal Reports



Prefatory Parts

Cover

Letter of
Authorization

List of
Illustrations

Title Fly
or Title Page

Letter of
Transmittal

Synopsis
or Abstract

Letter of
Authorization

Table of
Contents

Executive
Summary

Text of the Report

Introduction

Body

Closing



Supplementary Parts

**Appendi
xes**

**Bibliogr
aphy**

Index

Components of Formal Proposals

**Proposal
Cover**

Title Fly

Title Page

**Table
of Contents**

**List of
Illustrations**

**Request
for Proposal**

**Executive
Summary**

**Letter of
Transmittal**

Text of the Proposal

