

Understanding and Planning Business Reports and Proposals

Reports and Proposals

**Guide
Decisions**

**Comply with
Government
Regulations**

**Gain the
Acceptance
of Others**

**Monitor
and Control
Operations**

**Implement
Policies and
Procedures**

**Document
Results**

Informational Reports

- **Monitor and control operations**
- **Implement policies and procedures**
- **Comply with government regulations**
- **Document progress on projects**

Analytical Reports



**Problem-Solving
Reports**

**Business
Proposals**

Solving Problems

Trouble Shooting Reports

Feasibility Reports

Justification Reports

Writing Proposals

Internal

External

Solicited

Unsolicited

Three-Step Writing Process

Planning

Analyze the Situation
Investigate the Topic
Adapt to Audience

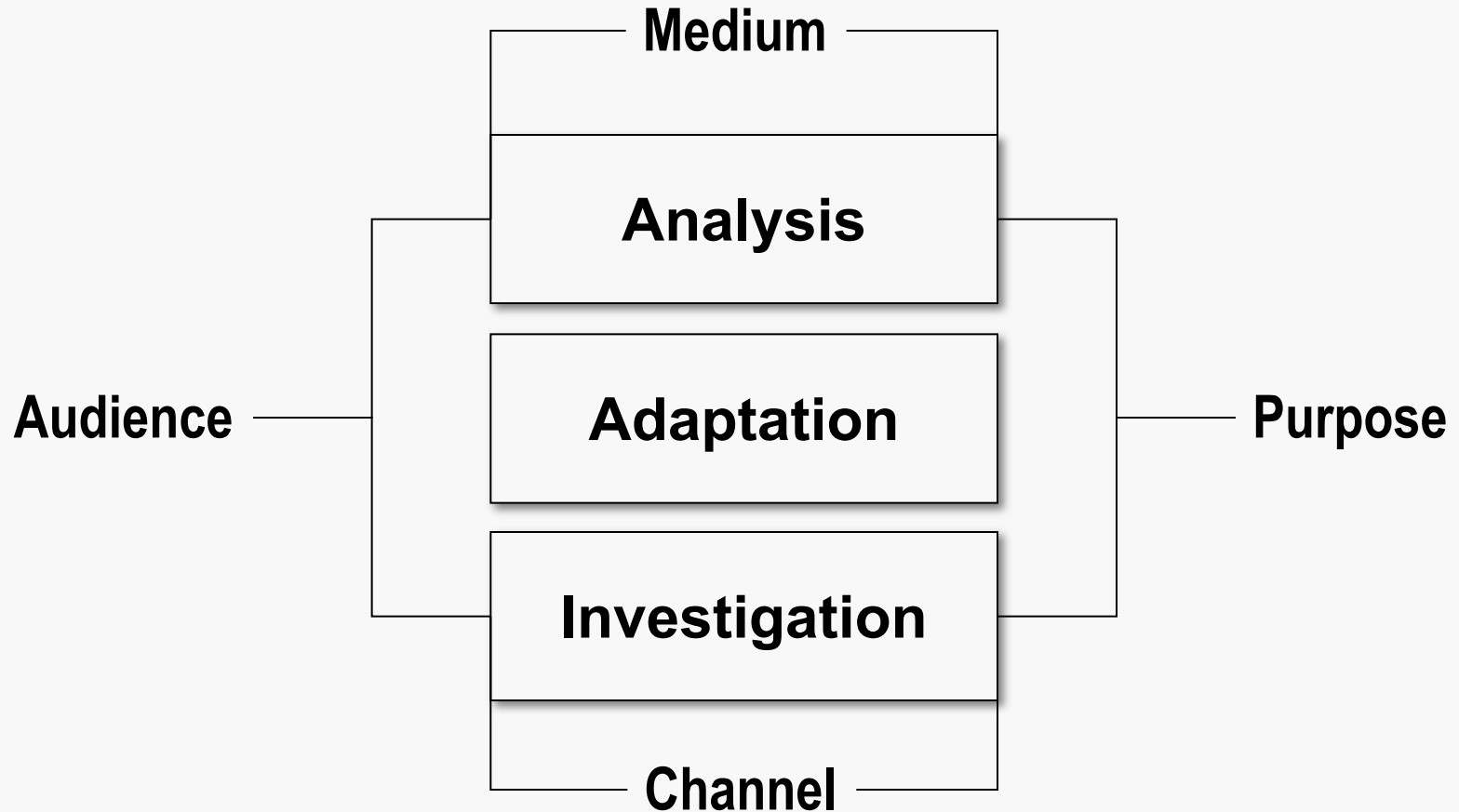
Writing

Organize the Message
Compose the
Message

Completing

Revise the Message
Produce the Message
Proofread the
Message

Planning Reports



Analyzing the Situation

**Informational
Reports**

**Analytical
Reports**

Defining the Problem

Who?

What?

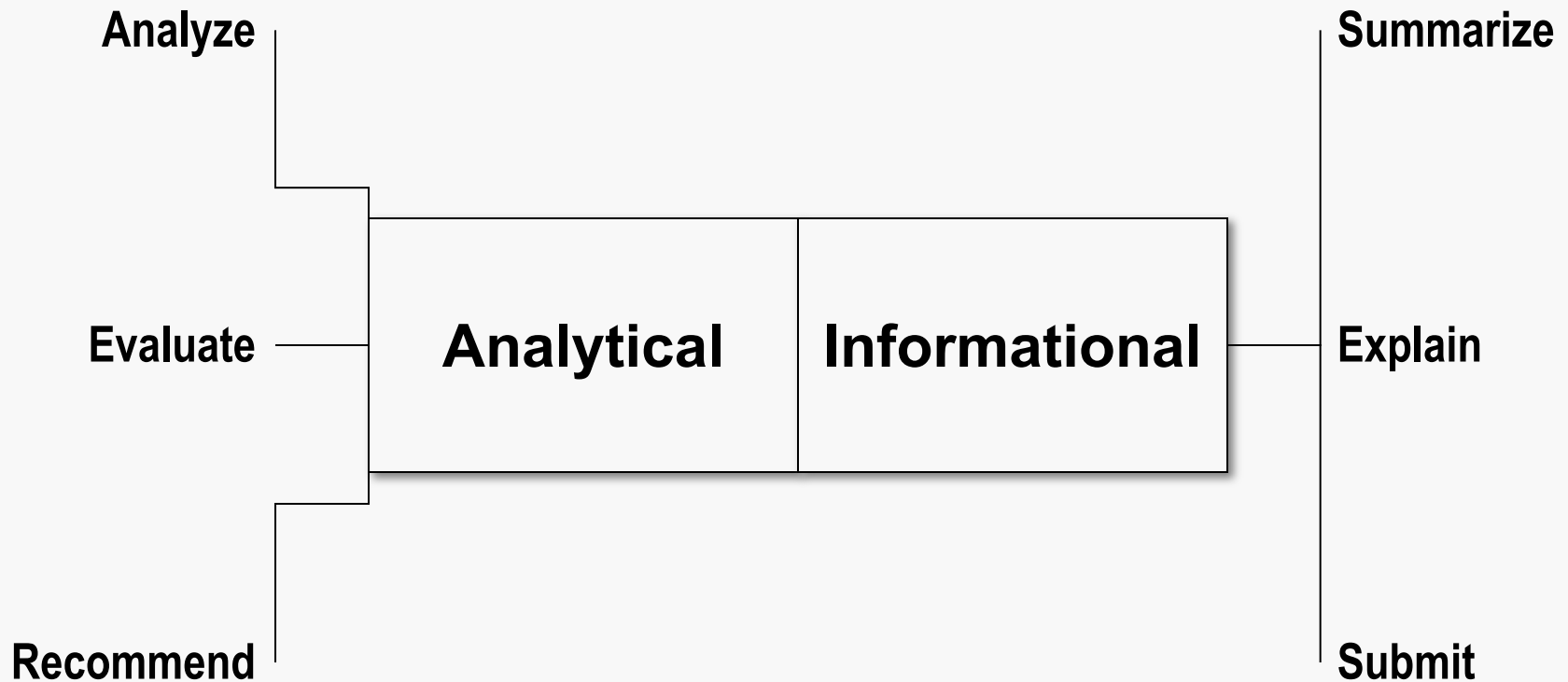
**Where
?**

When?

Why?

How?

Writing a Purpose Statement



Drafting a Preliminary Outline

Descriptive (Topical)	Informative (Talking)
<p>I. Industry Characteristics</p> <p>A. Annual Sales</p> <p>B. Profitability</p> <p>C. Growth Rate</p> <p>1. Sales</p> <p>2. Profit</p>	<p>I. What is the nature of the industry?</p> <p>A. What are the annual sales?</p> <p>B. Is the industry profitable?</p> <p>C. What is the growth pattern?</p> <p>1. Sales growth?</p> <p>2. Profit growth?</p>

Preparing the Work Plan

- **Statement of the problem**
- **Statement of the purpose and scope**
- **Discussion of tasks to be accomplished**
- **Description of final products or outcomes**
- **Review of schedules and requirements**
- **Plans for following up**
- **Working outline**

Finding Information in the Library

**Business
Books**

**Electronic
Databases**

Newspapers

Periodicals

Directories

Almanacs

**Statistical
Resource**

**Government
Publications**

Business Information on the Internet

**Internet
Public Library**

**Company
Websites**

**News
Release Sites**



Searching Databases

Use Multiple Search Engines

Replace Concepts With Key Words

Use Variations of Search Terms

Specify Phrases and Key Words

Refine Searches As Needed

Sources of Primary Information



Documents

Observations

Experiments

Effective Surveys

**Provide Clear
Instructions**

**Use Short
Questionnaires**

**Seek Easy-to-Analyze
Answers**

**Avoid Leading
Questions**

**Pretest
Questionnaires**

**Ask One Thing
At a Time**

Effective Interviews

**Plan the
Interview**

**Prepare
Questions**

**Prioritize
Questions**

**Don't Ask Too
Many Questions**

**Edit the
Questions**

**Process
Information**

Documenting Sources

**Copyrighted
Material**

**General
Knowledge**

Interpret Your Findings

