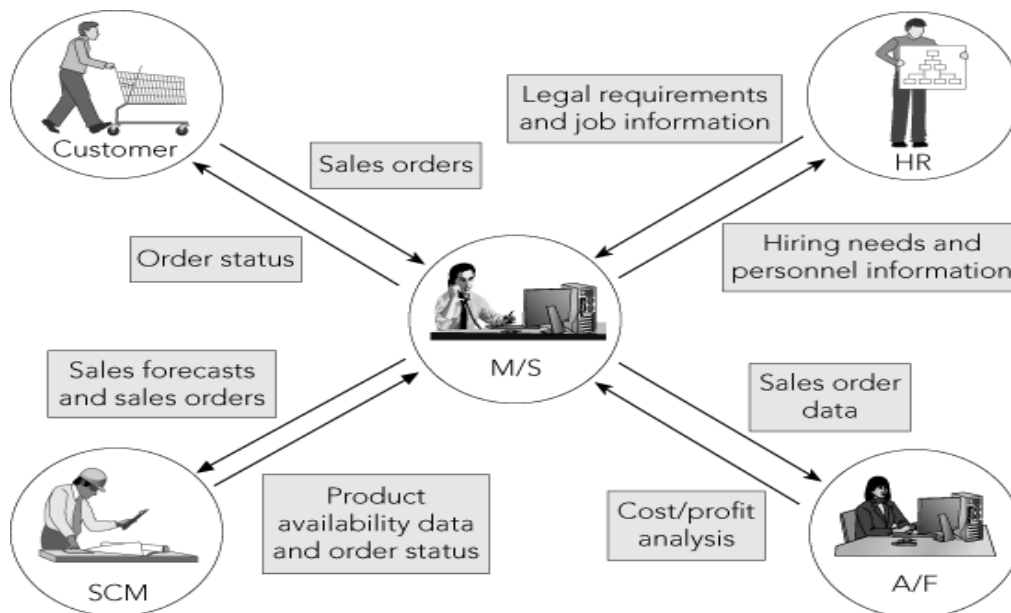


## 1. Marketing and sales

- **Functions of Marketing and Sales**

- Developing products
- Determining pricing
- Promoting products to customers
- Taking customers' orders
- Helping create a sales forecast



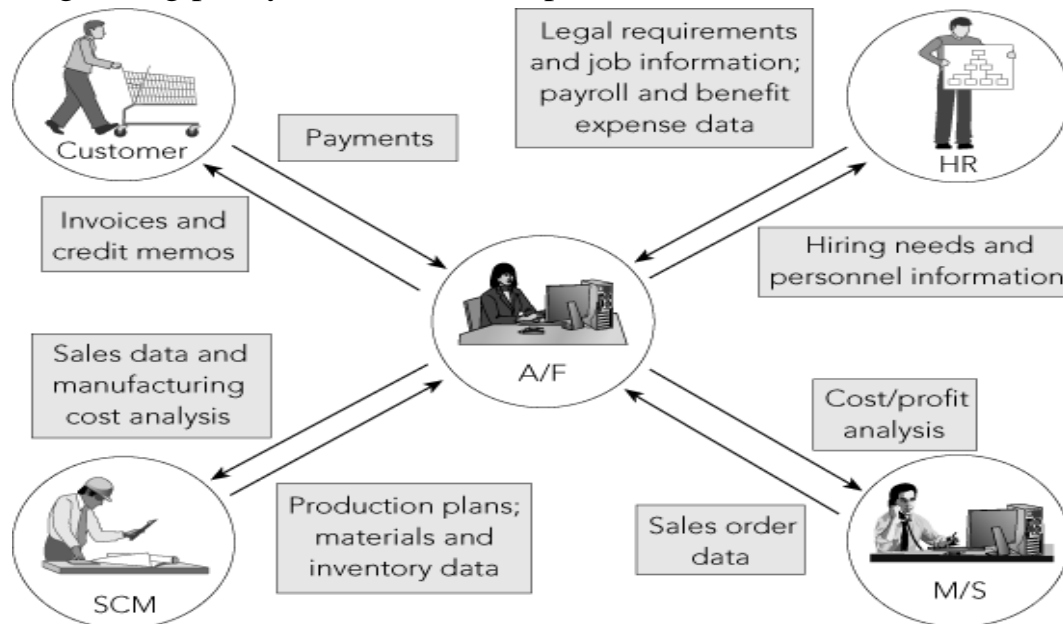
**Figure 1-4 The Marketing and Sales functional area exchanges data with customers and with the Human Resources, Accounting and Finance, and Supply Chain Management functional areas**

- **Marketing and Sales tasks for the coffee shop**

- Formal record keeping not required
- Need to keep track of customers
- Product development can be done informally
- Good repeat customers allowed to charge purchases—up to a point
- Records must show how much each customer owes and his or her available credit

## 2. Accounting and Finance

- Functions within Accounting and Finance
  - Recording raw data about transactions (including sales), raw material purchases, payroll, and receipt of cash from customers
- Raw data: Numbers collected from sales, manufacturing and other operations, without any manipulation, calculation, or arrangement for presentation
- Data from Accounting and Finance used by Marketing and Sales and Supply Chain Management
  - Sales records are important component of sales forecast
  - Sales forecast is used in making staffing decisions and in production planning
  - Records from accounts receivable used to monitor the overall credit- granting policy of the coffee shop



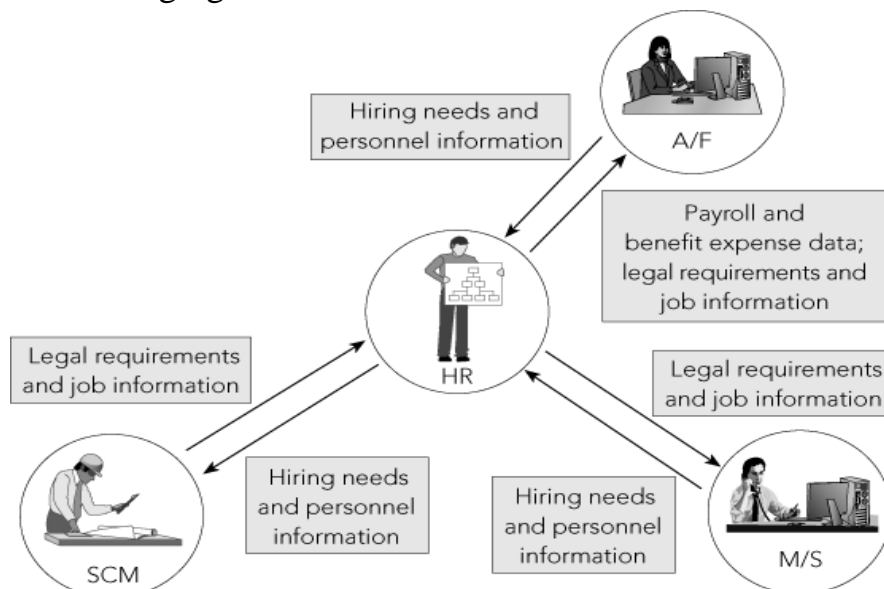
**Figure: The Accounting and Finance functional area exchanges data with customers and with the Human Resources, Marketing and Sales, and Supply Chain Management functional areas**

### 3. Human Resources

Explain in detail Human resource management

The basic function of HR is to ensure the availability of competent employees to work positively towards the realization of organizational objectives. The functions of HR can be classified into managerial functions and operative functions.

- 1. Managerial functions:** The five important functions of HR in an organization are planning, organizing, staffing, directing and controlling. Planning is a course of action required to achieve organizational objectives. For an HR manager planning involves forecasting the quantity and quality of the workplace required. Organizing refers to developing an organizational structure, defining, and allocating roles and responsibilities, delegating authority and making the workforce accountable as when required. Staffing involves filling up the existing vacancies with the right quantity and the right quality of people at the right time. Directing function refers to leading, guiding and motivating the employees of organization for achieving Organization objectives. The controlling function refers to reviewing organizational plans to identify deviations and to take corrective and preventive measures to overcome deviations.
- 2. Operative Functions:** The operative functions of HR are: Human resource planning (HRP), recruitment and selection, placement and induction, training and development, compensation, performance appraisal, health and safety, industrial relations and managing exit.



**Figure: The Human Resources functional area exchanges data with the Accounting and Finance, Marketing and Sales, and Supply Chain Management functional area.**

## ➤ **Types of reports**

1. **Brief reports** – these kinds of reports are not formally structured and are generally short. Sometimes not running more than four to five pages.

The Information provided has limited scope.

These reports could be designed in several ways.

- **Working papers or basic reports** - They are used to **record the activities** carried out in terms of scope and framework of study and methodology used. The **results** and **findings** would also be recorded here.  
**Focus is more on the present study rather than past literature.**
- **Survey reports** – these reports are used to record past literature survey of different projects. Different methodology used, cost involved etc.

2. **Detailed reports** - These are more **formal** and could be **academic, technical** or **business reports**.

- **Technical reports** - These are major documents and would **include all elements of the basic report.**

This would have a complete problem background and any additional past data that are essential for understanding the problem.

All sources of data, sampling plan, data collection instrument(s), data analysis outputs would be formally and sequentially documented.

- **Business reports** - These reports include conclusions as understood by the business manager. The tables, figures and **numbers of the first report** would now be pictorially shown in terms of bar charts, and different graphs.

## ➤ **Methods of report generation / Steps involved in report writing**

1. Preliminary Section
2. Background Section
3. Methodology Section
4. Findings Section
5. Conclusions Section
6. Appendices
7. Bibliography

## 1. Preliminary Section

This section mainly consists of the following information

- i. **Title page** - The cover page of the project report should contain the title of the project on top and the name/address (including phone numbers, website address and email id) so that the readers of the report (like investors) may easily contact you when required.
- ii. **Letter of authorization** – the author of this letter is the business manager who formally gives permission for executing the project.
- iii. **Executive summary** - The summary of the entire report, starting from the scope, objectives of the study, applications etc in brief.
- iv. **Table of contents** - All reports should have a section that clearly indicates the division chapter name, number, main headings and sub headings.
- v. **Acknowledgement** - A small note acknowledging the contribution of the respondents, and experts who provided input for accomplishing the study.

## 2. Background Section

- i. **Problem definition** - This section begins with the formal definition of the research problem.
- ii. **Study background** – it includes the literature survey. Study about various related projects their advantages and dis-advantages.
- iii. **Study scope and objectives** - Scope of the study and what is the main goal of the study. Advantages of the proposed problem.

## 3. Methodology Section

The section specifies the details of how the research was conducted.

- i. **Research framework or design** - The variables and concepts being investigated are clearly defined, with a clear reference to the relationship being studied.
- ii. **Data collection methods** - In this section, the researcher should clearly list the information needed for the study and various sources of data.
- iii. **Data analysis** – The assumptions and constraints are needed to analysis here.
- iv. **Design** – overall design, architecture, different modules, and algorithm /different methodology used need to be clearly mention.

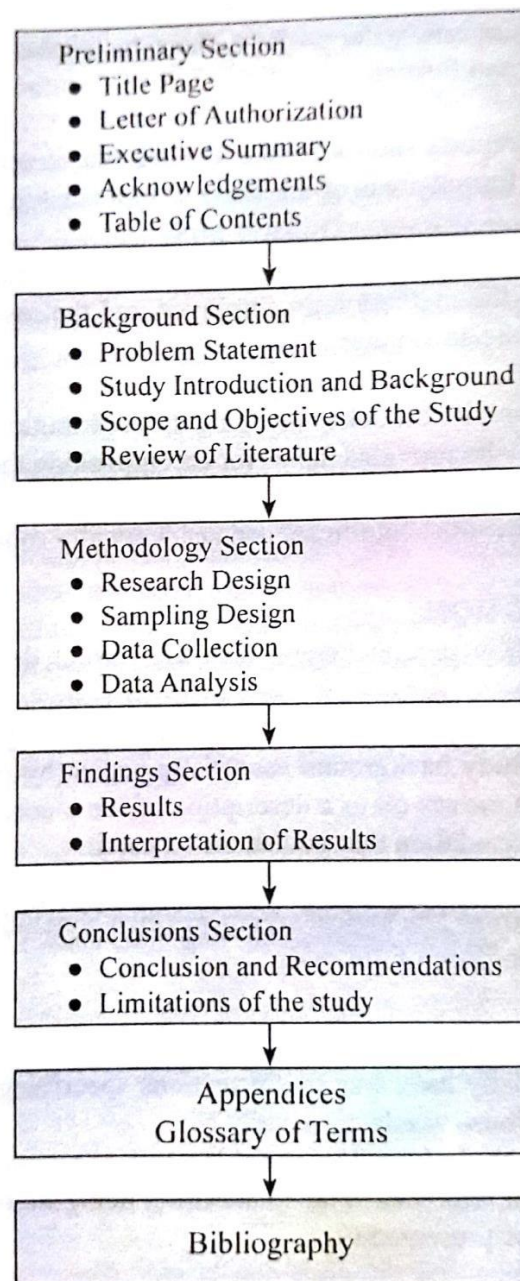
## 4. Findings Section

Study results and findings – the expected result of the study and different finding on each module.

**5. Conclusions Section** – the conclusion of the report should summarize the key aspects of the report in comprehensive (clear) manner. It should end the report in positive note.

**6. Appendices** - Secondary information or supplementary data like articles, case studies, reference to some technical information need to mention.

**7. Bibliography** – this is the final section it provides complete details of the information sources and papers, journals referred for the study.



**Figure: Steps involved in report writing**