**Abstract and Executive Summary/ Letter of transmittal**

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**20K-0477**

**Task#01:**

The clear purpose of the transmittal letter is formally submit research report on “Changing Customer preferences in Mobile phones” to Mis Sabeen Amjad (Instructor/Supervisor) and showing gratefulness for giving opportunity to work on project and getting familiar with invention and exploration practically. Also hoping that report will be useful and helpful in future career.

**Task#02:**

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| **ABSTRACT SUMMARY** | **EXECUTIVE SUMMARY** |
| Abstract are short usually less 150 to 200 words contains only important information. | The executive summary is brief version of report it acknowledges each section of report. |
| Abstract makes no such recommendation at the end. | Executive attempts to make recommendation at the end. |
| Abstract summarizes just one research paper. | It summarize more than one document. |