

Memorandums:

- What are memos?

They are used in place of formal letters for internal communication.

- parts?

Heading	Body
Date	✓ opening with a purpose statement
To	✓ Summary: key points of memo.
From	✓ Discussion: Details to support ideas.
Sub.	✓ closing: indicating what action is expected.

• Tone should be polite and formal.

• Conversational Style.

- Strategies?

Direct approach: the reason of the document is usually stated in the first paragraph. This approach is used to share good news or routine communication.

Indirect approach: opening with relevant but attention grabbing details. This approach is used for persuasive sales messages.

Feasibility Study

1) what is a feasibility study?

It helps to explore a proposed project and also helps in answering the essential question like should we proceed with the idea or not.

- Narrows business alternatives
- Identifies new opportunities
- Finds out reasons not to proceed.
- Attracts equity investment
- Provides information for decision making.

⇒ Reasons to conduct FS.

Typical Steps.

Preliminary Analysis
Market Assessment
Organizational Structure
Financial Controls
Vulnerable points
Results.
Decision.

Content of FS

Introduction
Background
Scope
Discussion
Conclusions
Recommendations

Progress Report

day / date: _____

- what is a progress report?

It is a report in which you are updating the status of a project.

Format:

✓ Date

✓ To

✓ From.

✓ Sub

✓ Salutation

✓ Introduction Explain your Purpose. Project summary. General info

✓ work completed what has been done, updated work schedule

✓ work remaining next steps. Major tasks to be covered etc.

✓ Adjustments / problems needed changes with explanation

✓ Conclusion. summary of predicted schedule. Recommendations

Always maintain honest communication.

Use polite and professional tone.



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Survey Report

day / date: .

What is a survey report?

it is a document whose task is ^{to} present the gathered information in an objective manner, Summary of collected responses.

Format:

Introduction

Little Background info.

State purpose of report. Discuss the methodology of survey.

Use phrases like: The purpose/aim of, the questionnaire stated, as per data.

Body

Elaborate and explain methodology about the gathered info.

How were the audience classified and targeted.

Use phrase like, to generalise, the fact is, on the whole...

Conclusion

Summarize the body and intro paragraphs.

Write recommendation if important.



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Email writing

day / date:

Format.

Your address

Date

Receiver's add.

Salutation - Dear Miss Madiha,

Body paragraph

Greetings,

Keep it short and concise

Closing

Kind regards

Name

Job title

Number.