

SCHOOL OF EARTH SCIENCES, REAL ESTATE, BUSINESS STUDIES AND INFORMATICS

COURSE NAME; **COMMUNICATION SKILLS**

COURSE CODE; **CS 102**

INSTRUCTOR; **DR MDOE**

PROGRAMME; **BACHELOR OF INFORMATION SYSTEMS MANAGEMENT**

GROUP NUMBER; **03**

DATE OF SUBMISSION;

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**Qn : Using any business report, show its components and state the type of report it is**

A business report is a document that provides detailed information, analysis, and insights about a particular aspect of a business or a specific business activity. It serves as a tool for decision-making and often aims to communicate complex information in a clear and concise manner. The following is an Example of business report which is “Market Research Report on fashion Industry” and the type of this report is “market research report “.  
  
Components of this report are :   
1. Executive Summary: this component provides a brief summary of the findings and insights from the market research on fashion industry .

2. Introduction: this component introduces or shows the purpose of the report and outlines the scope of the market research conducted on the fashion industry.

3. Methodology: this describes the research methods, data sources, survey techniques, and analytical tools used to gather and analyze fashion industry trends.

4. Industry Overview: this component shows the overview of the fashion industry, including the market size, key players on the market , the market trends, and growth opportunities.

5. Competitive Landscape: this component show how competitive the fashion industry is , also it includes key competitors, and strategies for market positioning.

6. Key Findings: Summarizes the key findings from the market research on fashion industry, highlighting significant insights and implications for businesses.

7. Recommendations: Provides strategic recommendations for businesses operating in fashion industry to capitalize on emerging consumer trends and enhance their market position.

8. Conclusion: Summarizes the main insights and conclusions drawn from the analysis of the fashion industry and emphasizes key takeaways for stakeholders.

9. Appendices: Includes supplementary data, charts, graphs, survey results, or additional information related to the market of the fashion industry.  
  
The above example illustrates a Market Research Report on fashion Industry, which is a type of business report that analyzes the fashion industry to provide valuable insights for businesses operating in this industry.

**REFERENCE**

Mike easey , FASHION MARKERTING (2009)