

Informal Reports

1

Read the sample report below and answer the questions.

Date: January 10, 2010

To: Joanne Mirou

From: Melissa Noble

Subject: Recommended Communication Interface for Internal Use

The following report compares two software programs and makes recommendations about the most suitable product for our company. I have researched software packages offered by various companies

and narrowed my choices to two: Softronic and MediaCorp. The main criteria used when selecting the software were: 1. cost, 2. user-friendliness, and 3. technical support.

1. Cost:

Softronic offers a more competitive price in comparison to some other companies, including MediaCorp. The one-time price is \$23,000. There is an annual user fee of \$650, which includes installation, upgrades and technical support. The MediaCorp product has a slightly higher price and an additional fee for each upgrade. However, it does not charge an annual user fee. See the table below:

| Cost: | Softronic | MediaCorp |
|--------------|------------------|------------------|
| Price | \$23,000 | \$25,700 |
| Annual fee | \$300 | \$0 |
| Upgrades | \$0 | \$250 |

2. User-friendliness:

Both companies sent demos of their products. I asked some staff to test them for user-friendliness. Our staff found that both products are easy to use and no extensive training would be required. Softronic offers free software training with a five-year contract for their services. MediaCorp provides manuals and training materials free of charge. The Softronic product may require additional upgrading of the hardware in some of our offices.

3. Technical support:

Both companies offer excellent technical support online and by phone.

Conclusions and Recommendations:

The Softronic product is a more cost-effective choice in comparison to the MediaCorp product. It meets our requirements and offers more flexibility by offering staff training and upgrades. The annual user fee raises the cost slightly but it seems to be worth it.

1. What is the purpose of this report?
2. How are the findings organized?
3. What are the final conclusions/recommendations?
4. What makes this report easy to read?