

BCSL Assignment 7

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Batch: H3

Title: Report Writing

Problem Definition:

Write any two types of reports from given types such as Informal Report, Recommendation report with justification, Business plan, situational report, research report, periodic report etc.

Do's and Don'ts of Report Writing:

Dos:

1. Make it relevant
You must make reporting relevant to the stakeholder, there's no point sending a report on the general office expenses to the HR department. Focus on creating a report that is going to be beneficial to the person who is going to read it.
2. Keep it concise:
People don't like long reports, even if they're interesting people don't hold long attention spans. Keep reporting as concise and to the point as possible to ensure that information is imparted.
3. Use correct language:
Reporting should be formal and professional. It is best to stay away from slang and writing in the first person. You should also proofread the report multiple times to make sure that you have not repeated yourself. The language should be neutral and objective.
4. Keep it timely
There's no point sending reports that are out of date. Make sure your reporting is current and fresh otherwise it will be redundant and obsolete.

Don'ts:

1. Play the lone ranger:
You need everyone's input regarding objectives, results, benefits, approach, and budget, to be successful. Recommend. Do not prescribe.
2. Start with your credentials:

Focus on the project or issue. Place your identity and credentials in the background.

3. Omit the executive summary:

Many decision makers read only this (to ensure you understand their need/problem) and the fee structure (if one is included). They leave the 'how' up to you. Spend time drafting, reviewing, and revising your executive summary.

4. Focus on your tools:

Clients and colleagues care about results not methods. Include everything in the report, but do not waste time explaining how clever your systems and tools are.

5. Write an encyclopaedia:

Keep your report short and uncomplicated. The longer the report, the longer it takes the client or colleague to read it and to decide about the contents.

6. Adopt a 'one size fits all' policy:

A report template is good, but you should personalize it for every client.

7. Overload your report with jargon and buzz words:

Clients do not understand jargon and they do not trust buzz words. Remove meaningless phrases like 'world class', 'cutting edge', 'organizational transformation', 'seamless transition', etc.

8. Gloss over detail:

Make sure names and addresses, figures, and facts, are correct. Cut and paste errors cause problems.

9. Miss your deadline. Ever!

Structure of a Report:

(Explained with the following report)

INTRODUCTION

This report proposes to discuss the startup idea of Green Investment (GI) Firm. Green Investments (GI) is a financial service company that focuses on stocks of environmentally responsible companies. The Washington-based L.L.C. is lead by Sarah Lewis and Steve Burke. GI uses financial research purchased from Bear Stearns and in-house environmental responsibility analysis to make recommendations to clients.

GI has developed a criteria-based marker system which is easy and effective in evaluating a wide range of different companies on their environmental impact. Only financially prudent/performing companies are evaluated, ensuring that its recommendations make both financial and environmental sense.

SERVICES

Green Investments is a financial service company that offers investment advice specifically for stocks. GI purchases fiscal performance research from Bear Stearns, one of the highest respected firms in the market. In addition to solid financial performance criteria, GI has developed a set of environmental markers by which it can analyze and grade the attractiveness of the environmental impact that a company has.

As mentioned earlier, the economic performance of a company is rated by the financial firm Bear Stearns.

Green Investments purchases Bear Stearns research based on recognition that there is no value added to do this research. The confidence of the research is quite high because of the firm performing it. If Bear Stearns' research or another firm of comparable quality was not available Green Investments would have to rethink the decision to farm out this research.

FINDINGS:

Green Investments will be lead by the founding team of Sarah Lewis and Steve Burke. Sarah has an undergraduate and Masters in environmental studies from the University of Burlington. After Sarah obtained the degrees she moved to Washington DC where she worked for the Environmental Protection Agency (EPA) for four years, performing environmental impact statements for a variety of industries, companies, and projects. Sarah was also a project manager for Janus in their evaluation department where they performed company wide environmental assessments of companies that were perspective investments for the fund.

CONCLUSION:

The Core Element Group currently offers a wide range of products and services in field of investment in Greer startups. It will help environment as well as if it succeeds, it will give higher returns as well.

Conclusion:

Reports will provide important detail that can be used to help develop future forecasts, marketing plans, guide budget planning and improve decision- making. Managers also use business reports to track progress and growth, identify trends or any irregularities that may need further investigation.

The reader receives all the pertinent information without having to read several books on the subject. The report already contains a summary of the background information needed to understand what it is about, plus all the analysis, conclusions, and recommendations.