

## **BCSL Assignment 7**

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**Class: SE-3**

**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There's no point sending reports that are out of date.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 current marketing and operations strategies utilized by the Core Element group of India - to deliver sustainable customer value

to consumers within Indian market. This sustainable customer value is delivered to ensure the safety of market share and increase the profitability and revenue of the existing organization. This report will also investigate Core Element's ability to introduce a new product into the current portfolio of products already being offered to the market of India, and how the current business practices, and marketing strategies will best suit the introduction of this new product, whilst still supporting the existing product range.

## COMPANY BACKGROUND

Established in December of 2001 as a cement manufacturer, the Core Element Group has expanded over the years to become one of the most diversified business conglomerates in India and has established a brand reputation that is associated with high quality products and excellent business practices. The operational headquarters of the company are situated in Delhi, the country's capital, and the range of products now includes cement, food and beverages, real estate, telecommunications, steel, services, and a range of other products within other industries and markets. For this report, the food and beverage section of the business will be assessed and discussed due to the nature of the new product being introduced to the market. In the 2010 business year, the company recorded a turnover of Rs.99,880,400 and an operating profit of Rs.10,150,766 and a profit after tax of Rs.8,288,330 (Financial Report, 2010). With a strong reputation and brand image already established among the consumers of India, and healthy overall profits across a plethora of brands and industries, the organization is in a good position to launch a new product within its food and beverage range.

## FINDINGS:

The overall goal of the Core Element Group is "to touch the lives of people by providing their basic needs". The introduction of maize meal as a cheaper alternative to pasta, rice, or potatoes will keep the company in sync with its mission through developing and improving current maize production across the country to better meet the nutritional needs of a growing population.

As a popular food product throughout India, maize is incredibly easy to grow and is resilient to most extreme weather conditions. New genetic modification technologies have also increased the plants' ability to withstand extreme

temperatures and grow in very difficult terrain and under difficult conditions (heat, lack of water, frost). Utilizing the well establish brand name within the food and beverage industry, the Core Element Group can launch their own maize product to the population and use existing production and packaging facilities to refine the maize and distribute it to supermarkets and wholesalers. The current economic climate affecting the country might work in favour of the product launch, as the cost-effective nature of the product will offer a cheaper alternative to carbohydrates for consumers who are struggling to meet their nutritional demands within their current budget.

#### **CONCLUSION:**

The Core Element Group currently offers a wide range of products and services in various industries across India. Their range of food and beverage products includes flour, sugar, pastas, and fruit juices. As an established company with a reputable image in various industries, the Core Element Group can look to expanding its current business through diversifying into a different market within the food and beverage industry and utilize their current skills and expertise in this area to provide a cheaper product to lower LSM levels within the country. Offering sustainable value for customers and the community, the Core Element Group are committed to improving the lives of the Indian population both through their products, and through the various corporate social responsibility initiatives undertaken within the community. Offering a maize meal product that is both nutritious and reasonably priced and conducting experiential marketing in order to promote the new product and improve the lives and nutritional education of consumers within the lower LSM level areas.

#### **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.