



Chapter 10

Business Research and Report Writing



Report Types and Characteristics

- Formal Reports
- Informal Reports

Formal Reports

- May contain a title page, transmittal message, table of contents, list of illustrations, abstract, body, glossary, appendix, and reference list.
- Are written in the third person.
- Use headings.



Informal Reports

- May be written with or without a title page.
- May be formatted as a letter or a memo.
- Are written in the first person.
- Use headings.



Informal Written Report Types

- Progress – informs readers of the status of a project
- Periodic – provides managers with updated information at regular intervals
- Technical – conveys specialized information



Steps in Conducting Research





Plan the research.

- State the problem
- Set the boundaries
 - Scope
 - Time Schedule
 - Budget
- Determine and analyze the audience
- Decide on the research procedures





Gather information.

Primary sources of information

- Produce data and information not previously published
- Are available from company records or are gathered through:
 - Surveys
 - Focus groups
 - Observations
 - Experiments
 - Personal interviews





Gather information.

Secondary sources of information

- Are published materials available in libraries
- Can be located through traditional or computerized searches





Analyze the information.

- Compare and contrast various parts of the information.
- Interpret facts and figures by explaining their meaning and their significance.



Determine the solutions.

- Conclusion – an inference drawn from the facts
- Recommendation – the solution based upon your conclusions





Write the report.

- Plan
- Draft
- Finalize



Formal Written Reports

- Preliminary section
- Body
- Supplementary section



Preliminary Section

- Title page
- Letter or memo of transmittal
- Table of contents
- List of illustrations
- Executive summary

Body

- Introduction
- Procedures
- Findings
- Analysis
- Conclusions
- Recommendations

Supplementary Section

- Glossary
- Appendix
- Bibliography or reference list

Mechanics of Formal Reports

- Cover
- Margins
- Spacing
- Headings
- Footnotes or citations
- Page numbers

