

Introductory Sections of a Report





Acknowledgements

Letter of Transmittal

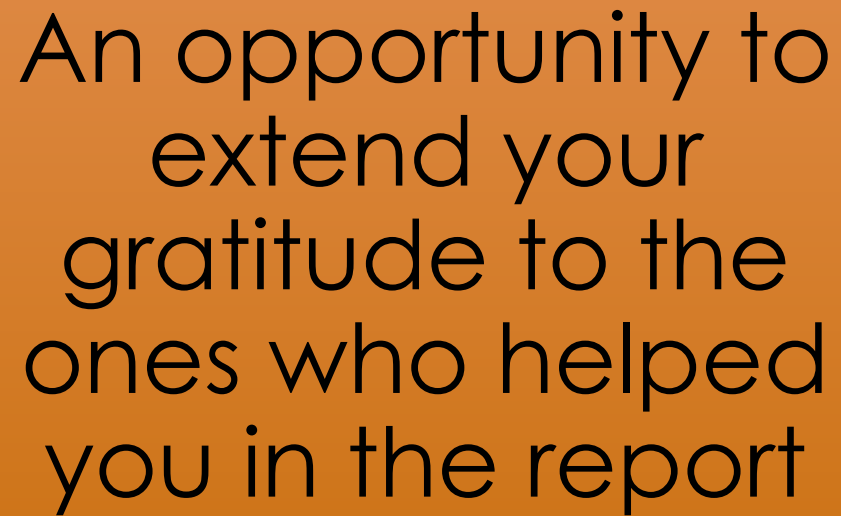
Executive Summary

Table of Contents

List of Figures/Tables

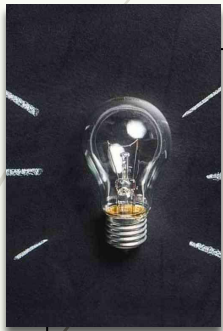


Acknowledgement



An opportunity to
extend your
gratitude to the
ones who helped
you in the report

Points to consider



Can use informal style of writing



Can use first-person pronouns



Should no longer be one page

Sample Acknowledgement

Words cannot express my gratitude to my professor and chair of my committee for her invaluable patience and feedback. I also could not have undertaken this journey without my defense committee, who generously provided knowledge and expertise. Additionally, this endeavor would not have been possible without the generous support from the MacArthur Foundation, who financed my research.

I am also grateful to my classmates and cohort members, especially my office mates, for their editing help, late-night feedback sessions, and moral support. Thanks should also go to the librarians, research assistants, and study participants from the university, who impacted and inspired me.

Lastly, I would be remiss in not mentioning my family, especially my parents, spouse, and children. Their belief in me has kept my spirits and motivation high during this process. I would also like to thank my cat for all the entertainment and emotional support.

Sample Phrases to Use

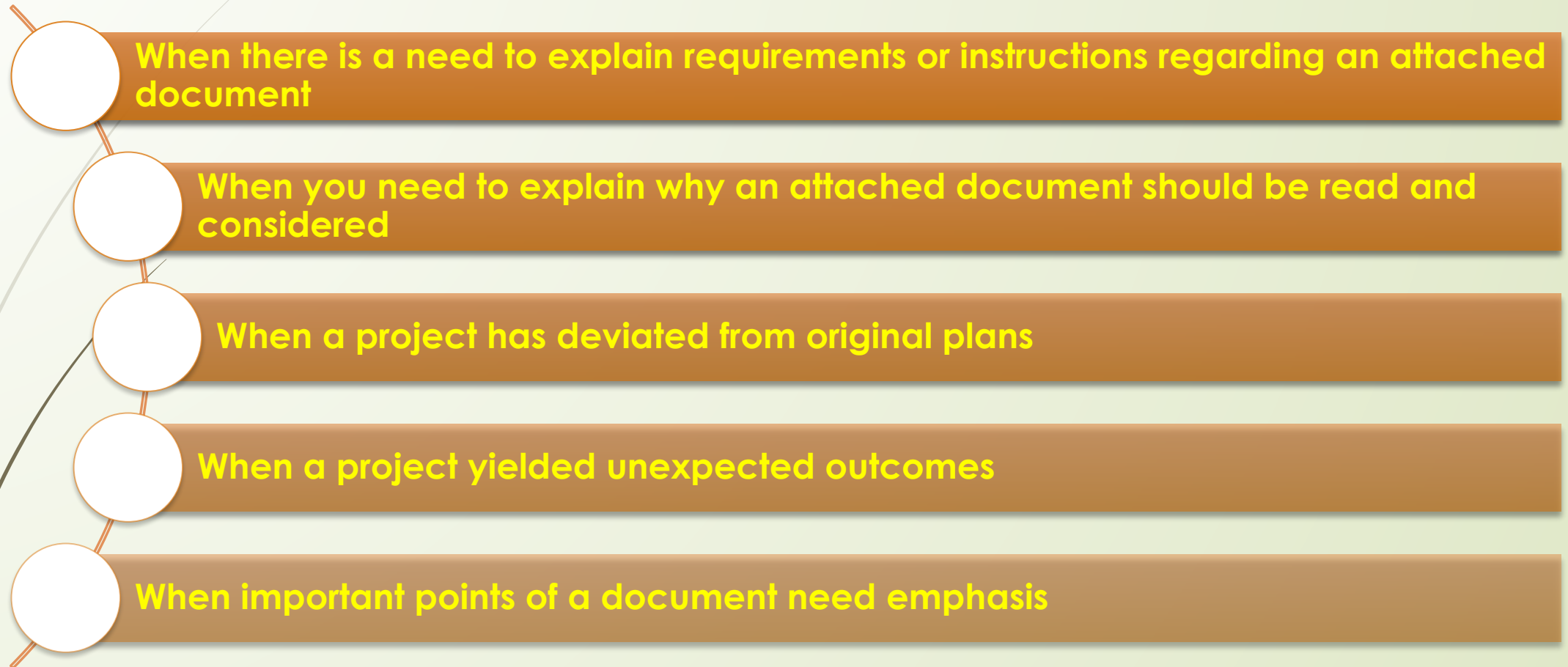
| Major Thanks | Big Thanks | Minor Thanks |
|--|---|--|
| <ul style="list-style-type: none"><input type="checkbox"/> I am deeply indebted to<input type="checkbox"/> I would like to express my deepest appreciation to<input type="checkbox"/> I would like to express my deepest gratitude to<input type="checkbox"/> I'm extremely grateful to<input type="checkbox"/> This endeavor would not have been possible without<input type="checkbox"/> I could not have undertaken this journey without<input type="checkbox"/> Words cannot express my gratitude to | <ul style="list-style-type: none"><input type="checkbox"/> Many thanks to<input type="checkbox"/> Special thanks to<input type="checkbox"/> I am also thankful to/for<input type="checkbox"/> I am also grateful to/for<input type="checkbox"/> Thanks should also go to<input type="checkbox"/> I would like to extend my sincere thanks to | <ul style="list-style-type: none"><input type="checkbox"/> I'd like to acknowledge<input type="checkbox"/> Lastly, I'd like to mention<input type="checkbox"/> I'd like to recognize<input type="checkbox"/> I had the pleasure of working with/collaborating with<input type="checkbox"/> I would be remiss in not mentioning |

Letter of Transmittal

Clarifies the intent of the report to the readers

Summarizes the achievements, instructions and further plan of action

When to use Letter of Transmittal

- 
- When there is a need to explain requirements or instructions regarding an attached document
 - When you need to explain why an attached document should be read and considered
 - When a project has deviated from original plans
 - When a project yielded unexpected outcomes
 - When important points of a document need emphasis

Element of LoT



1. Include a heading with the date and recipient's address

2. Greet the recipient appropriately

3. Write the letter body

4. Include a short closing paragraph

Sample

Jen Henderson
Digital Drive Inc.
123 Fall Avenue
Madison, WI 53716

Hannah Richardson
Owner
Richardson Organic Farm
456 Summer Lane
Lodi, WI 53555

Dear Mrs. Richardson,

Within the attached R.O.F. Marketing Report, you will find information on the feasibility of marketing your organic products through the Organic Nature website and our recommendations for a specific plan of action.

Our analysis included researching the organic market in Wisconsin and the success of similar businesses marketing their products online. We have spoken directly with the team at Organic Nature to gather data and insights into how their website will increase your market visibility and online sales. Based on our research, we concluded the online market will be a beneficial space for your business. We have provided an outline for a marketing plan in the attached report for your review.

Thank you for trusting us to complete this market research for you. We appreciate your business and look forward to working with you. Please review the official report and respond with your thoughts.

If you have any additional questions, feel free to contact me anytime at jen.henderson@digitaldrive.com or (608) 123-4567. I look forward to speaking with you further on this project.

Sincerely,

Executive Summary

An abbreviated form of report (section by section)

(May be) an only part that the reader will read

Elements of ES



Introduction (short
background)

Problem Statement

Solution

Achievements of the
project

Conclusion and
recommendations

Sample (Contd.)

The problem

A vast majority of mass produced dog food is a product of highly-processed food waste which has not been used in the production of food for human consumption. Dry or canned dog food is filled with unidentifiable chemicals such as preservatives, gelling agents, or other food fillers. Because of a poor diet, many of our four-legged friends suffer from various health complications.

Our solution

At Dog's Buffet, we believe dogs deserve better. We know that proper nutrition is key to overall health so we decided to challenge the status quo. In cooperation with top veterinary dieticians in the UK, we developed dog meals containing the proper mixture of all the necessary nutrients. We produce our food from fresh ingredients with no artificial additives.

We provide dog food to our customers in a subscription model. Every two weeks, they get a new pack from us containing all the food

The market

Our surveys found that 83% of dog owners would like to feed their pets with meals cooked from fresh ingredients yet only 12% do. When asked why, most people (71%) pointed at their lack of time to cook for their furry friends by themselves. Only 7% of our respondents said they knew about companies providing freshly-cooked dog food. 64% of all dog owners said they would be interested in subscribing to our program at a price of 2.50 GBP per meal.

Financial analysis

Based on the pricing point of 2.50 GBP per single meal and our production capacity, our sales projections for the upcoming year are at 170,000 GBP. Our projected annual growth rate is at 80% for the first three years.



Title/Cover Page of the Report



General Sequence

Report title (generally centered at the top of the page)

Author's name (generally centered underneath the title)

Author's organization

Date of publication





Features of a Good Title



It is focused

**Divided into two
parts (if the
information is
extensive)**

**Focused on the use
of prepositions
rather than a string
of nouns**

Focused (Example)

Weak

Solar Absorption by Clouds

[Although this title identifies the categories treated, it could say more about how these categories are being treated.]

Improved

Direct Observation of Excess Solar Absorption by Clouds

[This expansion of the title makes clear what aspect of solar absorption is being treated in the paper.]



Divided into Parts (Example)

Soot Morphology: An Application of Image Analysis in High-Resolution Transmission Electron Microscopy

[This two-part title states the category of interest, followed by the specific approach of the report.]

Noun Strings and Prepositions (Example)

Weak

Dietary Nitrate and Nitrite Human Cancer Roles

[The title is ambiguous because it is hard to tell how all the nouns and adjectives are modifying "roles."]

Improved

The Roles of Dietary Nitrate and Nitrite in Human Cancer

[The addition of two prepositions helps to rearrange the title in a much clearer sequence.]