

Reports may take a variety of forms. The structure and the language used will depend on the report's purpose, the needs and background knowledge of the reader(s), and the content. Businesses may request a report when there is a problem to be solved, or when information is required. Where information is requested, this should be presented in a clear, orderly, succinct manner. Your language needs to be persuasive, yet objective and evidence must be provided to support all claims. As reports can be formal or informal, take care to read instructions carefully to ensure that you understand the expectations for a particular assignment.

Emerson (1995, p. 28) identifies two main formats for business reports: deductive (where the content is not controversial, or the reader is very busy) and inductive (where material is controversial and the reader needs to read the Discussion before being presented with the Conclusions and Recommendations). Regardless of which format is used, all reports should be presented professionally; each section should be on a separate page and numbered in a consistent style.

Structuring a business report

Business reports usually contain most of the following sections:

Covering Letter/Memo

A covering letter is used if the report is for reader(s) from outside the business. A memo is used for internal reports. The letter/memo identifies the purpose and scope of the report, the person who requested the report and the date it was requested. It also provides the chance to acknowledge any help received in writing the report.

Title Page

The title indicates the topic of the report. Make this as specific and brief as possible to give readers a clear idea of the report's content. The author's name, the name of the target reader(s), and the date the report was completed should also be provided.

Abstract/Executive Summary

The Abstract/Executive Summary sets out the aims of the report and briefly summarises the main content, Conclusions and any Recommendations. It should only be about 50-100 words.

Table of Contents

The Contents page shows clearly how the report is organised and helps make the information accessible to the reader. The various sections and sub-sections are titled and numbered, and the page number on which each section begins is given. Depending on the length of the report and your course requirements, you may also need a list of figures and a list of tables.

Writing A Business Report Example

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