Business Reports

Business reports investigate a problem or situation, applying business or management theory, frameworks, or concepts, to advise solutions and make recommendations.

Each main section of the report is numbered according to the decimal numbering system.

Business Report Structure

Executive Summary

- a synopsis of the entire case study

Table of Contents (may not be needed for shorter reports)

List of Tables (if appropriate)

List of Figures (if appropriate)

1.0 Introduction

- purpose of the report
- brief background to the problem or issue
- brief outline of the scope of the report

2.0 Methodology

- details of the process you followed to collect and analyse the data
- justification of the methods used

3.0 Discussion or analysis (may be divided into subsections)

- may include SWOT/PESTLE analysis
- identification of causes and impacts/outcomes
- analysis of the problems or issues and the positive and successful aspects using theoretical frameworks, concepts, and/or evidence-based principles and practices

4.0 Conclusion/s

- the logical conclusions drawn
- arranged from the most significant to the least

5.0 Recommendations

- address each of the conclusions

References

- use APA 7th style

Appendices (if required)

- for example, data sheets, figures and tables from annual reports

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Example (obtained from Microsoft, 2025)

4.0 Conclusions

4.1 Lack of real-time tracking through factory floor contributes to inventory misplacement and inefficient routing.

4.2 Manual handling of materials between departments slows production.

5.0 Recommendations

5.1 Implement RFID or barcode tracking system.

5.2 Invest in automated conveyor systems or automated guided vehicles.

Reference

Microsoft. (2025). *Copilot* (July 2025 version) [Large Language Model]. https://copilot.microsoft.com/

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Characteristics of a Good Business Report

Clarity: clear and concise expression of ideas

Coherent: logical flow from introduction to recommendations

Critical thinking and analysis: potential causes and impacts are explored and logical

conclusions and recommendations are constructed

Evidence: credible sources are used to support all points

Figures and Tables: these facilitate the reader's understanding

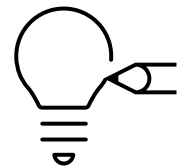**Formal tone**: academic language and style

Referenced: APA 7th citation of all points with matching reference

Formatted correctly: APA 7th style is used

Correct grammar and spelling

Tips for Effective Business Report Writing

- Begin several weeks before the report is due

- Plan using outlines or mind maps

- Use academic sources for your analysis and recommendations

- Draft and revise multiple times

- Proofread carefully

- Seek advice from an Academic Learning Advisor

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