



Class: BSc Sem 5

Subject : Business communication

Subject Code:

Chapter: Unit 3 Chp 3

Chapter Name: Reports and proposals

Today's Agenda

1. Report
 1. Features of a report
 2. Types of report
2. Planning the report
3. Writing the report
 1. Long format
 2. Short format
4. Report v/s Proposal
5. Business proposal
 1. Key elements of Business proposal
6. Types of proposals
 1. Business proposal
 2. Structure of Business proposal
 3. Research proposal
 4. Structure of Research proposal

1 Report



A report is a collection, compilation, organization and communication of information for making a decision.

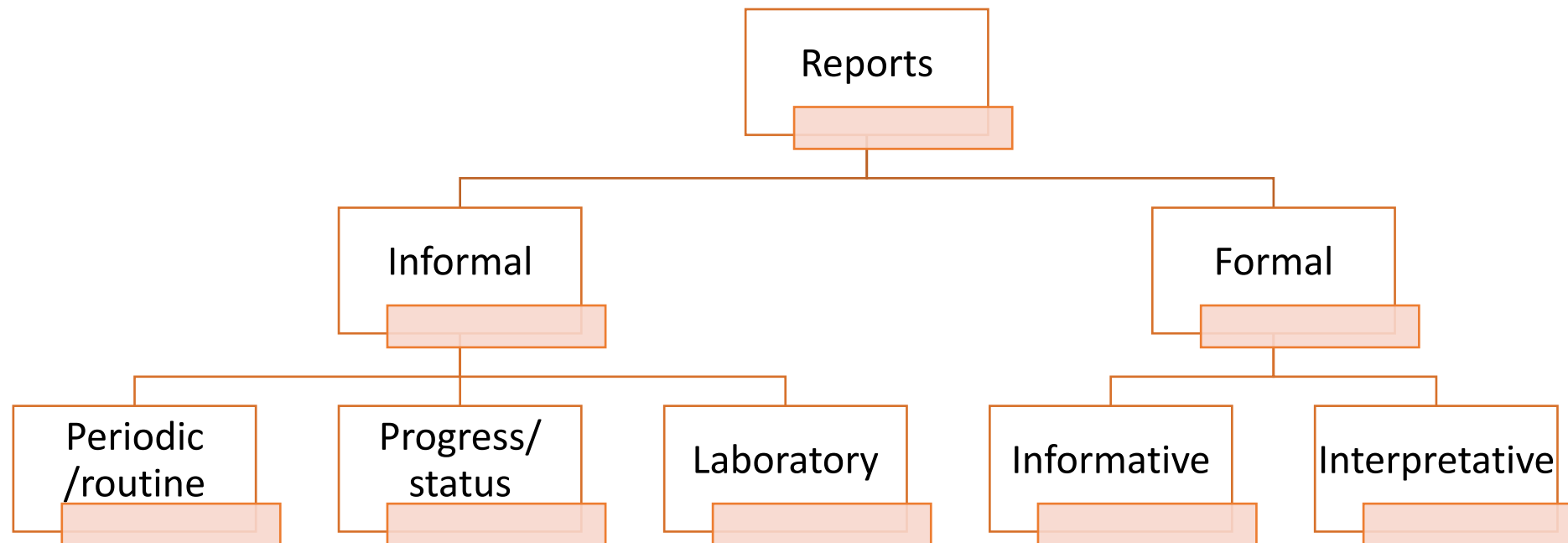
The basic purpose of report writing is to:

- Inform about the activities of the organization, its progress and future plans
- Present facts that would help in the decision making process
- Suggest specific actions in the form of findings, suggestions and recommendations
- Record the information for future reference

1.1 Features of a Report

- It is always written to fulfil a specific objective..
- Content could be drawn from primary and/or secondary sources as it needs to be data driven.
- The format is highly structured. Each part is numbered and captioned with headings and sub-headings.
- Data is presented through tables and graphs, pie charts and bar diagrams.
- Past tense is preferred while writing a report, since it is an objective analysis of concrete facts and data. However, while writing the conclusion and recommendations, other tenses are also required.
- Passive style is used to keep away the subjectivity and the personality of the author.
- The tone is impersonal and dispassionate as the writer is just an impartial on-looker, recording the findings and recommending solutions with an objective frame of mind without any emotions or biases.

1.2 Types of Report



1.2 Types of Report

Informal reports:

Informal reports are short written communications that are shared within an organization.

Periodic or routine reports

- They contain a mere statement of facts, in detail or in summarised form, without an opinion or recommendation. These reports are prepared and presented at regular, prescribed intervals as part of usual business routine. The basic purpose of these reports is to provide managers with updated information at regularly scheduled intervals.

Progress or status reports

- Progress or status reports are generally used to inform about the status of a particular project, i.e., how much work has been accomplished, what is being done currently and what is scheduled for the next reporting period. A progress report that flows upward within the organisation assists managers in monitoring and making decisions about a project; one that flows downward or horizontally keeps concerned persons informed.

Laboratory reports

- Laboratory reports generally use a standard scientific report format describing methods, results and conclusions to report upon an empirical investigation.

1.2 Types of Report

Formal reports:

A formal report follows a structured and well-defined format. These reports may be very short or span several pages and include multiple levels of headings and sub-headings depending upon the significance of the work.

- Some reports are needed for internal communication, i.e., reports submitted by Sales Manager, Marketing Manager, Personnel Manager, HR Manager, the Auditor, etc., are included in this category.
- Some other reports are meant for external communication.

Formal reports can be categorised into two types:

- **Informative report** presents merely facts of an issue or situation, for example a report that presents sales figures in a particular period.
- **Interpretative report** analyses facts, draws conclusion and makes recommendations. These are compiled only after thorough investigation and study of the given subject. For example, if a report analyses the causes of declining sales in a particular period and makes recommendations for improvement, it becomes an interpretative report.

2 Planning the Report

Define the problem

- To address while writing is why is it written .



Understand the audience

- Know the immediate audience i.e people who will examine the report



Decide the Research design

- the choice of research methodology



Collect information

- Gather information from primary or secondary sources



Analyse the information

- To look at the information in relationship to the purpose and objective of the work



Plan the structure

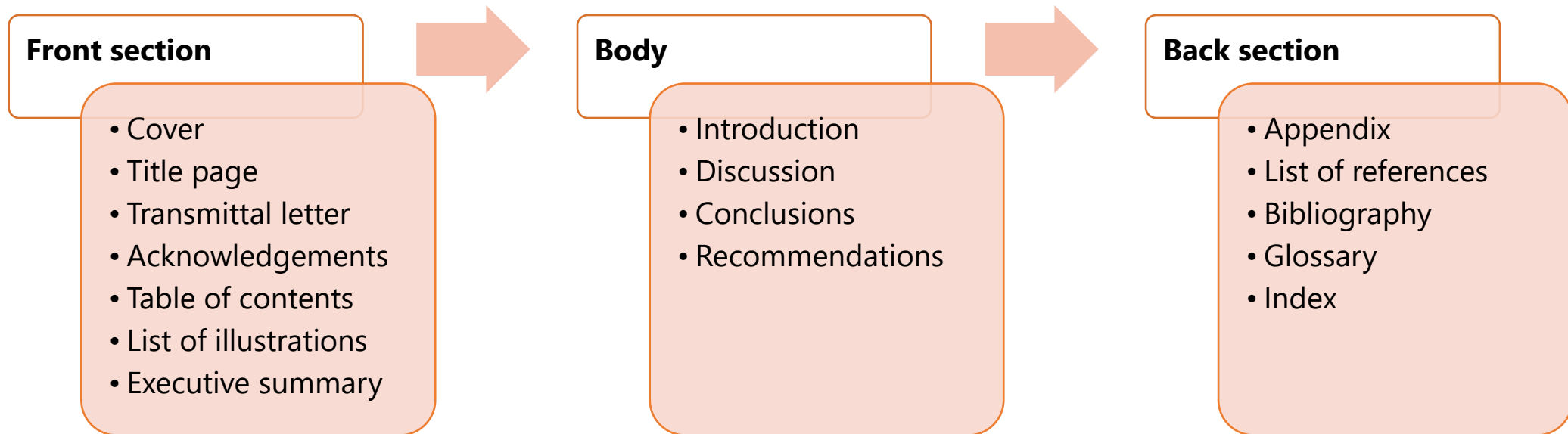
- Identify the patterns of important ideas emerging out of analysis and plan the outline of the report

3 Writing the Report

There are 2 formats of writing a report:

1. Long format
2. Short reports

3.1 Long Format



3.2 Short format

In day-to-day business, the long report form is not as extensively used as the shorter versions - the Short report, letter and the memo report. These shorter versions are the everyday working reports needed for routine information transmission, which is vital for any organisation.

The short report usually consists of the title and the text. The language is to the point and precise. This enables the recipient or reader of the report to understand the content quickly.

Memo Report

Memo reports are usually very short, informal, being communication between people who often know each other. These reports generally help in improving operations, solve a problem or assist decision-makers in the organisation in some way or the other.

4 Report v/s Proposal

Report

- Report is an assigned task
- Report contains information about what has happened in the past
- Report aims to provide factual information which may lead to decision – making
- Report presents objective facts supplemented with recommendations

Proposal

- Proposals can be solicited or unsolicited
- Proposals examines what may happen in the future
- Proposals persuades the reader to take a specific decision
- Proposals expresses opinion supported by objective facts

5 Writing Business Proposals



A business proposal is a systematically written and properly developed document made by one party for another, to offer a product or service at a specified cost.

The main purpose of a proposal is to persuade the potential client of one's required expertise, resources and reputation to make a promise and that the product or service proposed can fulfil a need or solve a problem within a specific time schedule and available budget.

5.1 Key elements of Business Proposals

1. Solution

A business proposal usually begins with highlighting the target company's needs and problems. This should be followed up with a detailed presentation of deliverable solutions which one's business can provide. When solutions are presented in a succinct manner, the customer is motivated to give things a try.

2. Benefit

The effective business proposal must clearly inform the customer the benefits they will derive by engaging in business with or employing one's services.

3. Credibility

Endorsements from other clients in the same field builds confidence in the prospective client that what is promised will be delivered. Also, show one's capability of making meaningful contributions.

4. Samples

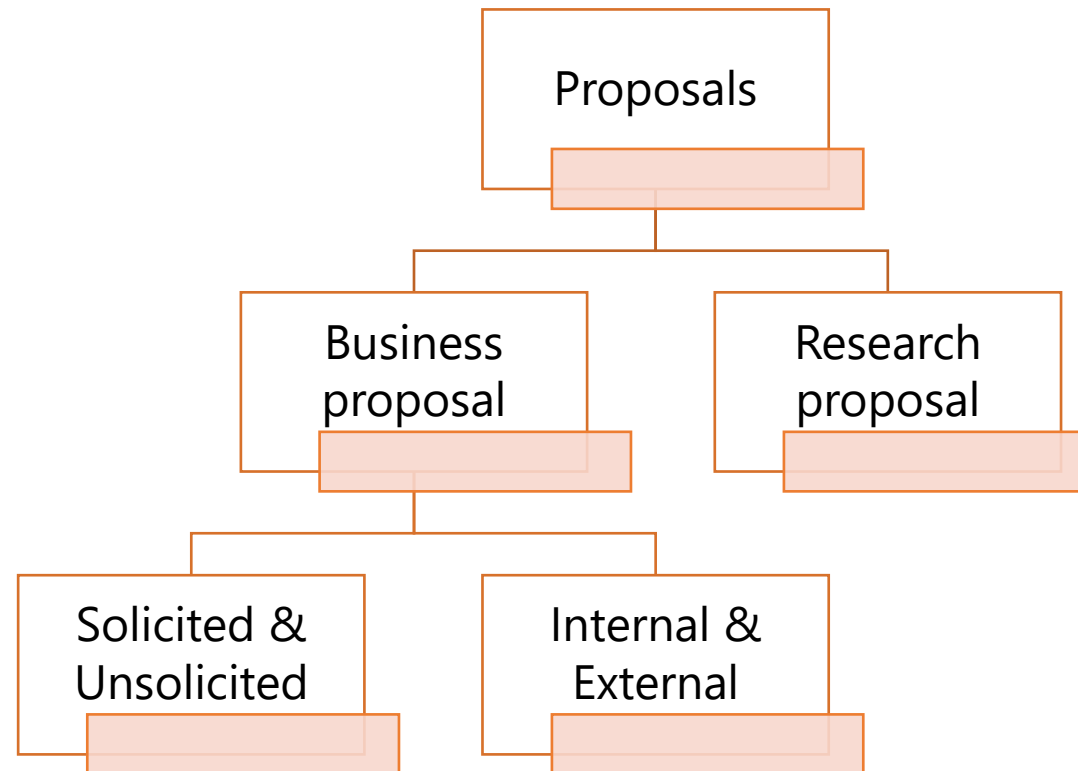
Samples and evidence of the ability to deliver enclosed in the proposal go a long way in gaining the winning bid. For example, a design company submitting a proposal for logo designs can enclose their other logo designs.

5.1 Key elements of Business Proposals

5. Target Audience

Effective business proposals must communicate and speak the language of the target audience. Thus an engineering company must be provided the appropriate engineering jargon. If the customer is a bank, use of appropriate finance jargon would be helpful.

6 Types of Proposals



6.1 Business Proposal

- A **solicited business proposal** is one, which is prepared in response to a specific invitation or demand. The solicitation may be made face to face, by telephone or in writing.
- Proposals are not always invited by somebody. An individual or a group of individuals may submit a proposal, thinking that a new technology can be developed by working on a definite plan. The proposal thus made will be called an **unsolicited proposal**.
- When a proposal is made by someone within the organisation to the higher authorities or the management, of the same organisation, it is an **internal proposal**.
- When a proposal comes from persons, or parties outside the organisation, it is called an **external proposal**.

6.2 Structure of Business Proposals

- Title page
- Explain your 'why' with and executive summary
- State the problem or need
- Propose a solution
- Share your qualifications
- Include pricing options
- Summarize with a conclusion

6.3 Research Proposal

- A **research proposal** describes what you will investigate, why it's important, and how you will conduct your research.
- A research proposal serves as a blueprint and guide for your research plan, helping you get organized and feel confident in the path forward you choose to take.

6.4 Structure of Research Proposals

- Title
- Table of contents
- Introduction
- Literature review
- Research design and methods
- Contribution to knowledge
- Reference list
- Research schedule
- Budget