



Australian  
National  
University

# Writing the body of your business report

ANU Academic Skills

# Body

- Provides the justification for your key message
- Presents your findings and evidence
- Uses effective paragraphing techniques
- Keeps the discussion concise by using appendices

# Organising the body of your report

- Break your report into major points
  - These are your sections and sub-sections
- For each section / sub-section, break again into points
  - These become your paragraphs

**Tip:** organise your writing around your  
topic sentences – they are your outline

# A paragraph



Topic sentence: states the main idea and key message

Supporting sentences: evidence and analysis to support the topic sentence

Concluding sentence: summarises the paragraph's key message and / or links to the next

# Sample paragraph

Targeted marketing of ABC Recruitment's services will also help to improve performance. Return on equity measures profit generated per dollar of initial investment by the owner over the period. The value of 0.77% for ABC Recruitment Recruitment, for the month of August, suggests a reasonable performance for a newly established business. However return on assets of 0.63% shows the entity has not efficiently used its assets to generate revenue. Prepaid advertising has been shown to be helpful during a business' infancy (French et al, 2014). ABC Recruitment should capitalize on a niche market by using specialist in placements for senior IT&T professionals.

# Topic sentence: main idea and key message

Targeted marketing of ABC Recruitment's services will also help to improve performance. Return on equity measures profit generated per dollar of initial investment by the owner over the period. The value of 0.77% for ABC Recruitment Recruitment, for the month of August, suggests a reasonable performance for a newly established business. However, return on assets of 0.63% shows the entity has not efficiently used its assets to generate revenue. Prepaid advertising has been shown to be helpful during a business' infancy (French et al, 2014). ABC Recruitment should capitalize on a niche market by using specialist in placements for senior IT&T professionals.

# Supporting sentences: evidence and analysis to support the topic sentence

Targeted marketing of ABC Recruitment's services will also help to improve performance. Return on equity measures profit generated per dollar of initial investment by the owner over the period. The value of 0.77% for ABC Recruitment Recruitment, for the month of August, suggests a reasonable performance for a newly established business. However, return on assets of 0.63% shows the entity has not efficiently used its assets to generate revenue. Prepaid advertising has been shown to be helpful during a business' infancy (French et al, 2014). ABC Recruitment should capitalize on a niche market by using specialist in placements for senior IT&T professionals.



# Concluding sentence: summarises the paragraph's key message

Targeted marketing of ABC Recruitment's services will also help to improve performance. Return on equity measures profit generated per dollar of initial investment by the owner over the period. The value of 0.77% for ABC Recruitment Recruitment, for the month of August, suggests a reasonable performance for a newly established business. However, return on assets of 0.63% shows the entity has not efficiently used its assets to generate revenue. Prepaid advertising has been shown to be helpful during a business' infancy (French et al, 2014). ABC Recruitment should capitalize on a niche market by using specialist in placements for senior IT&T professionals.

Your analysis,  
data,  
computations  
etc

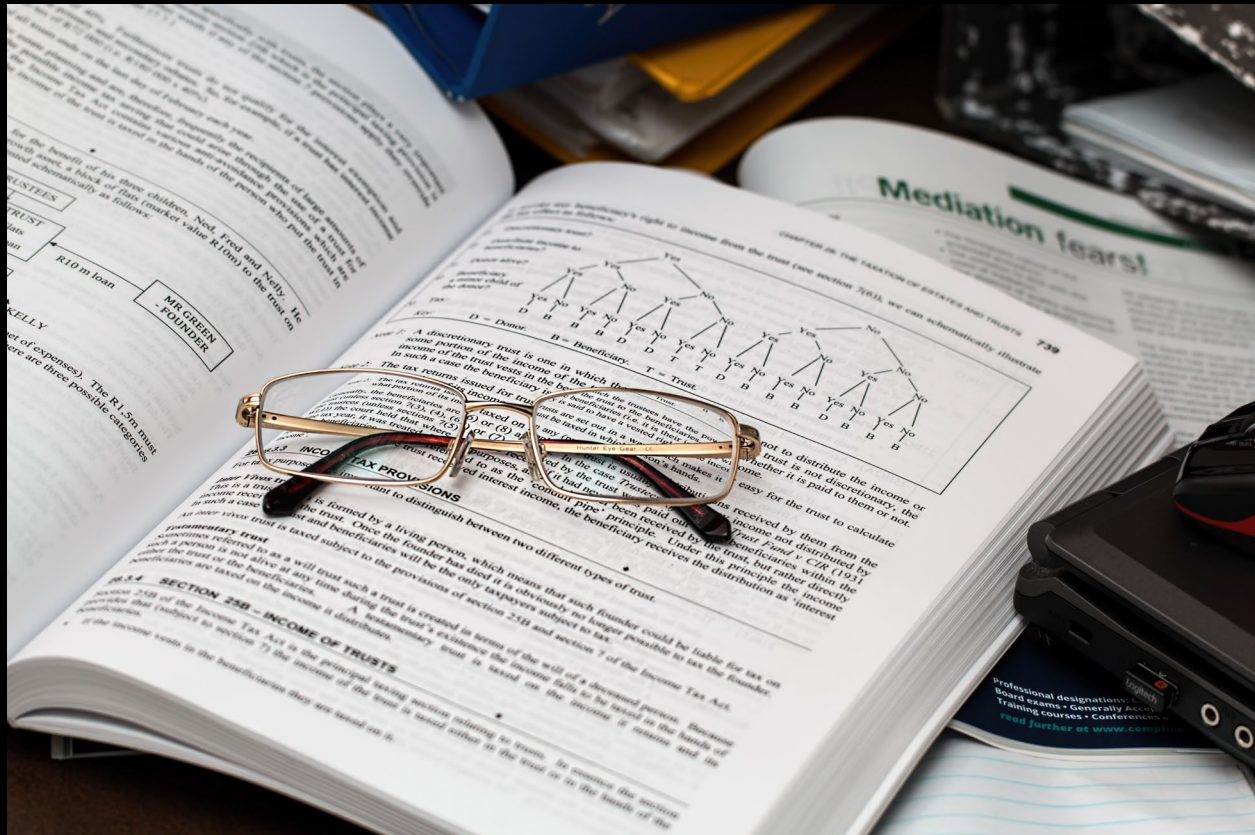


Evidence from  
research of  
academic  
sources



Supporting  
evidence

# Analysis will include...



# Types of academic sources

- There are many different sources of information.
- The most common include:
  - Books or chapters in a book
  - Journal articles
  - Government reports
  - Newspaper articles
  - Some websites

Tip: get to know [SuperSearch!](#)

# Your analysis

- Think about how best to present your results, e.g. percentages, ratios, tables, charts etc.
- Make it clear where the data came from
- Formulas, long calculations and data can be placed in Appendices. Refer to them in your text (e.g. "see Appendix A")

# Evidence from your own analysis of the material provided by the lecturer

Targeted marketing of ABC Recruitment's services will also help to improve performance. Return on equity measures profit generated per dollar of initial investment by the owner over the period. The value of 0.77% for ABC Recruitment Recruitment, for the month of August, suggests a reasonable performance for a newly established business. However, return on assets of 0.63% shows the entity has not efficiently used its assets to generate revenue. Prepaid advertising has been shown to be helpful during a business' infancy (French et al, 2014). ABC Recruitment should capitalize on a niche market by using specialist in placements for senior IT&T professionals.

# Evidence from academic sources you have found

Targeted marketing of ABC Recruitment's services will also help to improve performance. Return on equity measures profit generated per dollar of initial investment by the owner over the period. The value of 0.77% for ABC Recruitment Recruitment, for the month of August, suggests a reasonable performance for a newly established business. However, return on assets of 0.63% shows the entity has not efficiently used its assets to generate revenue. Prepaid advertising has been shown to be helpful during a business' infancy (French et al, 2014). ABC Recruitment should capitalize on a niche market by using specialist in placements for senior IT&T professionals.

# Ways to incorporate academic sources into your writing

## Quote

- Copy others' words exactly
- Use sparingly when you want to highlight a key idea or key researcher/scholar

## Paraphrase

- Explain someone's idea in detail using your own words
- Use when you need to provide specific detail/evidence of an author's argument

## Summarise

- Succinctly explain someone's argument using your own words
- Use to capture the essence of an argument by so focusing on the main ideas only

## Synthesize

- Combine multiple sources that have a similar argument
- Use to summarise multiples sources or to strengthen your argument



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# Writing process

