

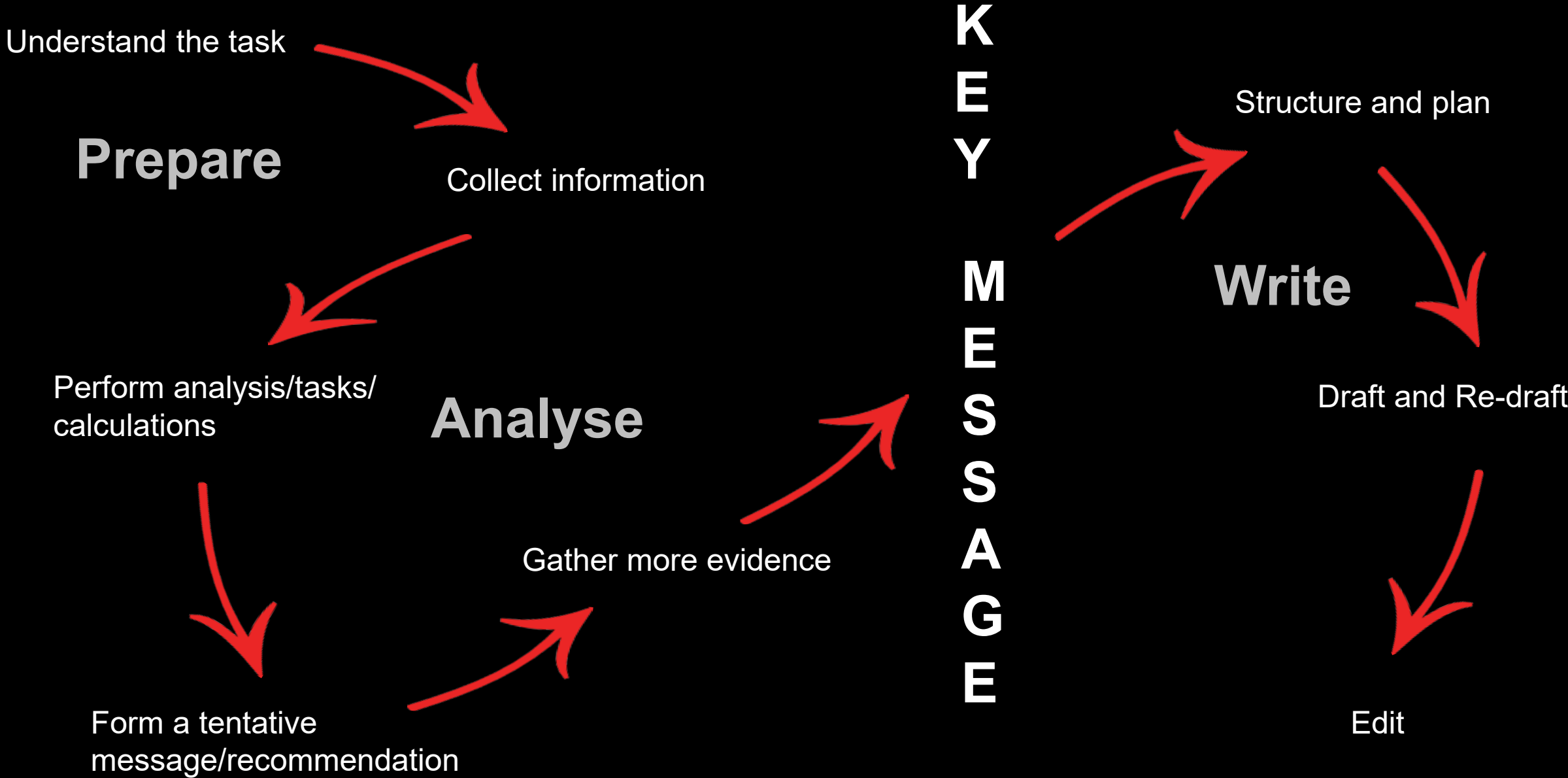


Australian  
National  
University

# Structuring your business report

ANU Academic Skills

# Writing process



# Structuring your report

- No set structure – will depend on the course and the task
- Structure should support your key message
  - Logical sequence of ideas and information
  - Line of narrative that persuades the reader you have a good solution/recommendation/analysis

# Basic generic report structure

- Title page
- Table of contents
- Executive summary
- Introduction
- Discussion
- Conclusion
- Recommendations
- References
- Appendices

This section can vary from report to report depending on the course and the report task

Key message: The investor should invest in NVT because of reasons A, B and C.

### Structure 1

Introduction  
Ratio analysis  
    Reason A  
Industry statistics  
    Reason A  
Stock exchange  
    Reason B  
Media information  
    Reason B  
    Reason C  
Conclusion

### Structure 2

Introduction  
Ratio analysis  
Industry statistics  
Stock exchange  
Media information  
Reasons A B C  
Conclusion

### Structure 3

Introduction  
Reason A  
    Ratio analysis  
    Industry statistics  
Reason B  
    Stock exchange  
    Media information  
Reason C  
    Media information  
Conclusion

**Key message determines structure**

# Writing the paper

- Focus particularly on:
  - Setting up your key message in the introduction
  - Developing your key message through your sections and topic sentences
  - Supporting your ideas with good evidence
  - Summarising your findings in concluding sentences and your conclusion

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

## Introduction

While the initial profitability of ABC Recruiting is low, with some adjustments to the salary structure and targeted marketing the long term **profitability** should improve.

## Profitability paragraphs

ABC Recruitment's initial net profit is low.

Increasing employee performance and reducing monthly expenses will help improve net profit.

Targeted marketing of ABC Recruitment's services will also help to improve performance.

Higher profits can be expected in the future as growth in IT recruitment industries is forecasted (Cho 2014)

Topic sentences for the section on profitability give the argument for how profitability can be increased.



# Writing process

