

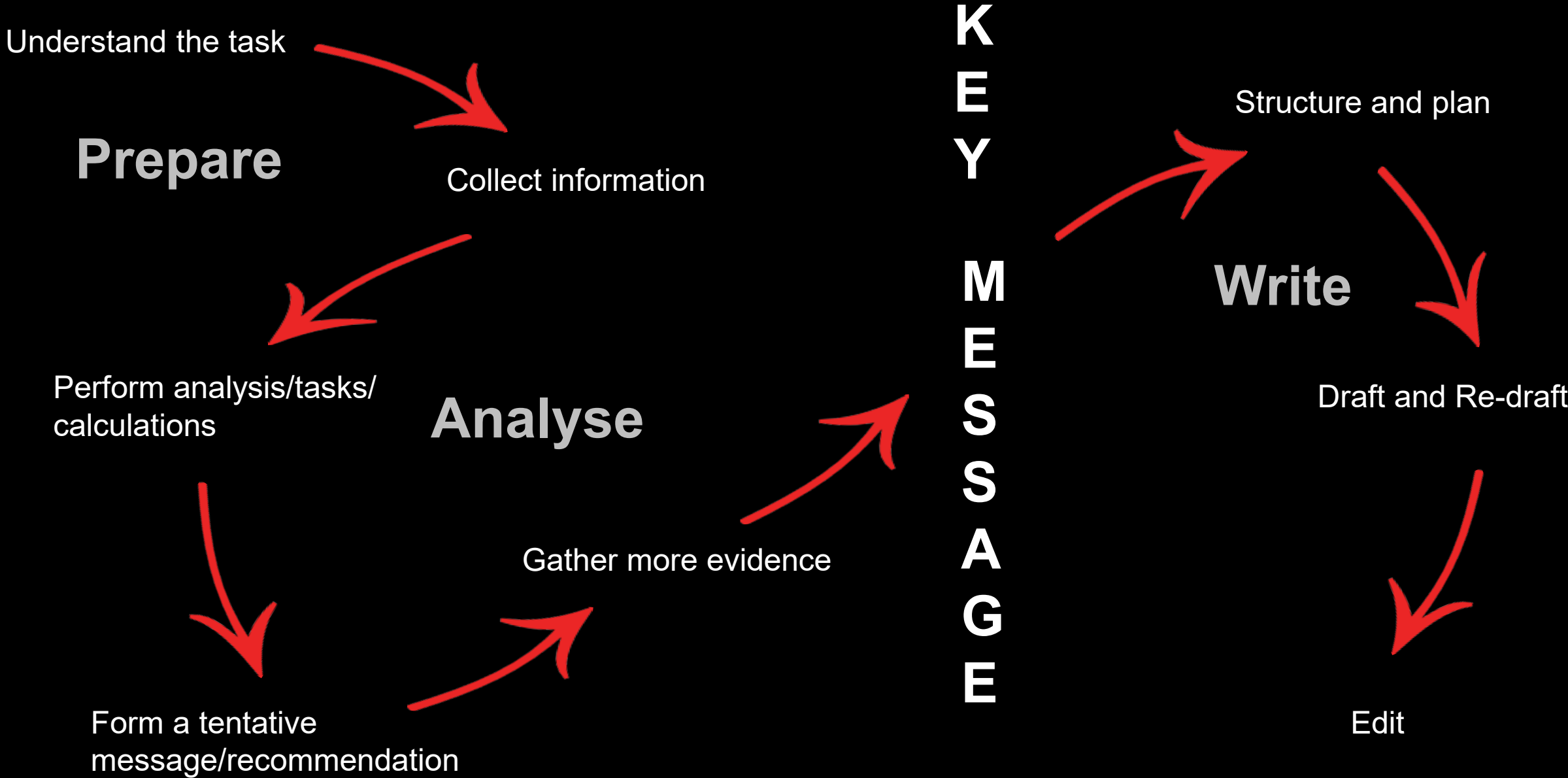


Australian
National
University

Business report writing: understanding the task

ANU Academic Skills

Writing process



A key message is vital

- You are being asked to analyse something or solve a problem.
- This means you need to:
 - Take a position or provide a solution
 - Have clear reasons for your position
- ➡ Write to persuade



Understanding the task

- What are you being asked to analyse?
- What problem are you being asked to solve?

⇒ What are you supposed to develop a key message in relation to?



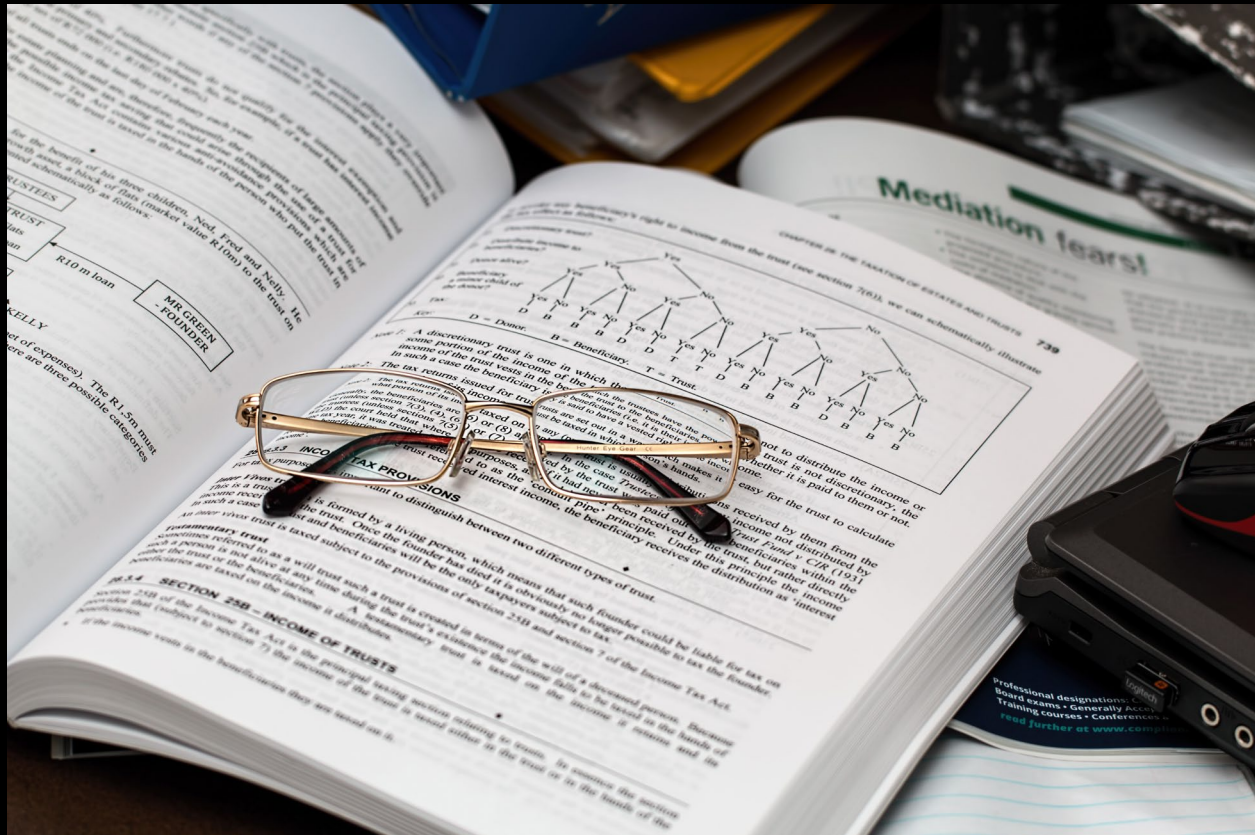
Prepare a report to a potential investor who is considering investing in Navitas Ltd (NVT). In this report, you should:

1. assess NVT's financial strengths and weaknesses, after
 - 1) interpreting and analysing at least three years annual reports of NVT and its competitor using ratio analysis
 - 2) examining relevant industry statistics
 - 3) analysing relevant stock exchange/market information
 - 4) analysing relevant media information, and
 - 5) gathering other relevant information you think is important to your analysis.
2. state, with reasons, whether or not the investor should invest in NVT.
3. identify limitations of your analysis and any additional information you would require to improve your analysis of NVT over the period specified.

Key message

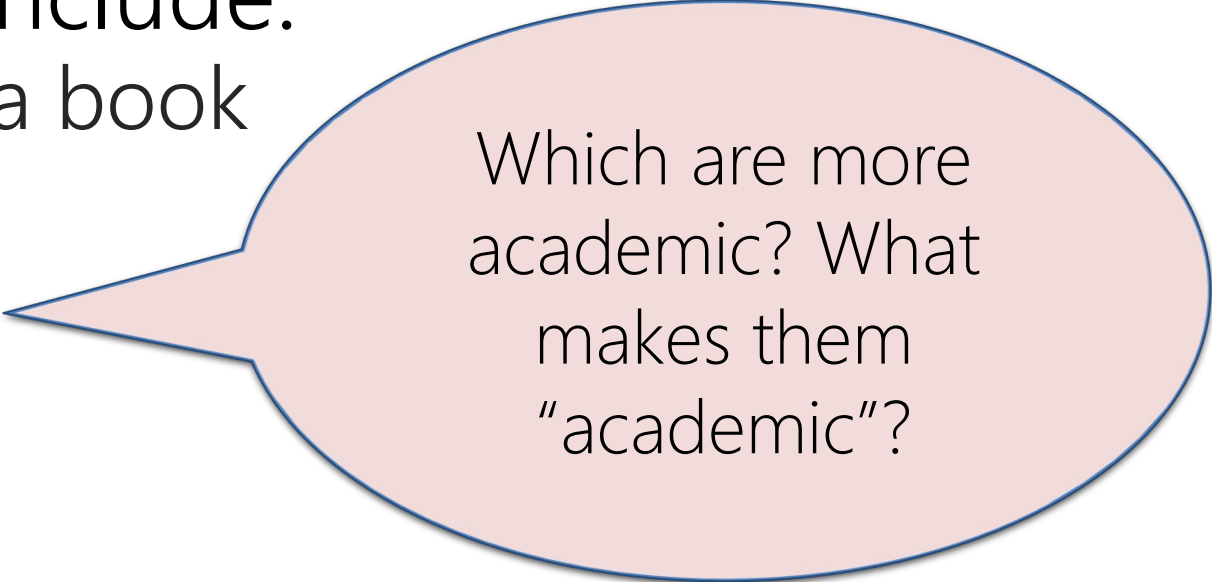
This report is prepared for ABC Recruitment at the request of the owner/manager Mr. David Foo, for the month of August 2015. ABC Recruitment is newly established, and the owner is seeking advice on how to improve the business at this early stage. An examination of the profitability, liquidity and capital structure of ABC Recruitment for the month of August 2005 shows that the company has a low net profit ratio, which could be improved by introducing an incentive-based wage scheme, and reducing other expenses. It is also suggested that ABC Recruitment focus on advertising to establish a 'brand', and look to managing its debtors to improve its overall financial position.

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



Which are more academic? What makes them "academic"?

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

Tip: write out your key message before you start writing the report. If you are working in a group - agree on this together

Writing process

