

# Written Reports

Prepare Simple Written Reports

*Standards:*

# Simple Written Business Reports

**Overview:** We will examine concepts related to the preparation of simple business reports.

## **Objectives:**

- Recognize importance of reports in a business situation
- Describe a generalized process of preparing a simple business report
- Contemplate your response to a hypothetical business situation

## **Outline:**

- Take notes on three short videos and discuss as a class
- Summarize/rephrase four paragraphs and discuss as a class
- Complete a R.A.C.E. summary
- Draw a poster or diagram.

*Why should a business person be concerned about business reports?*

# Thought Starter

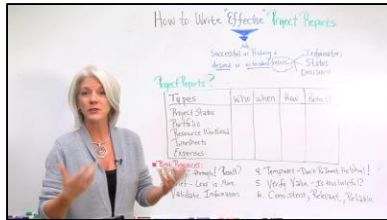
What if nothing was written down. What if businesses relied entirely on the spoken word to convey information. What if business had no email, no reports, no signs, no written communication ... nothing except the spoken word.

How might business be different than it is today, if this were true? What might be better? What might be worse?

**What is your opinion?**

# Simple Written Business Reports

6:00



## How to Write Effective Project Reports

<https://youtu.be/w-vvrcQdpZQ>

4:01



## Writing Effective Short Reports

<https://youtu.be/z7tU3tKfjsE>

1:43



## Report Writing

<https://youtu.be/FXluHOFaxos>



## Wikipedia Link: Business Reporting

[https://en.wikipedia.org/wiki/Business\\_reporting](https://en.wikipedia.org/wiki/Business_reporting)

MKTC.05.05.k Prepare simple written reports.

# Simple Written Business Reports

Summarize each paragraph individually.

Discuss each summary as a class.

**Summarize your understanding of each paragraph.**

Price is one of the 5-P's in the marketing mix (Product, Price, Packaging, Place, and Promotion). Sometimes other "P's" are included in the list (People, Process, Physical Attributes).

Charging too much or too little for a product or service is usually bad for business. However, there may be times when either of these extremes is appropriate.

Loss leaders are products and services priced below the market price. These are intended to attract customers with the intention of customer purchases of other, higher priced products or services.

Premium pricing is used when a good or service is difficult to find, or otherwise in high demand. When customer demand exceeds available supply, premium pricing might be a good strategy.

Standard Identify pricing strategies to set prices for marketing. (MKCO.12.01)

# Simple Written Business Reports

Assume you have been in your job as District Supervisor of a mid-sized manufacturing firm for five years.

A new Chief Operating Officer (COO) just joined the company. She is the boss of your boss. She has asked for a brief update of activities your team has performed in the past month.

Rephrase. Answer. Citation. Example.

Rephrase the instructor's question regarding the topic.

Answer the question above in three ways. Use your notes from the videos, the summarized paragraphs, or the discussion.

- 1
- 2
- 3

Cite the source (video/paragraph) you used in your answers.

- 1 Your source:
- 2 Your source:
- 3 Your source:

Example write an example situation related to the topic.

**How would you respond to the situation?  
Complete the R.A.C.E. page in your worksheets.**