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Professional Certificate in English and Communications for Business (United Kingdom)

## Business Report Writing

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Abstract refers to a brief summary of a business report, it provides an overview of the report's main points and key findings, the abstract is usually around 100-200 words and is intended to give readers a quick understanding of the report's content.

Acquisition refers to the process of one company buying another company, this can involve buying the company's assets, shares, or both, acquisition can be a strategic move to expand a company's operations, increase market share, or gain access to new technologies.

Action plan is a detailed plan that outlines the steps to be taken to achieve a specific goal or objective, it involves identifying the tasks, resources, and timeline required to complete a project or solve a problem, an action plan is essential in business report writing as it provides a clear roadmap for implementation.

Annual report is a comprehensive report that provides an overview of a company's performance over a fiscal year, it includes financial statements, management discussion, and analysis, as well as information on the company's operations, annual reports are usually published by publicly traded companies and are used by investors, analysts, and other stakeholders to assess the company's performance.

Appendix refers to a section at the end of a business report that contains supplementary information, such as raw data, extra figures, or detailed descriptions, the appendix provides additional context and supporting evidence for the report's findings and recommendations.

Audience analysis is the process of identifying and understanding the needs, interests, and expectations of the target audience, in business report writing, audience analysis is critical to ensure that the report is tailored to the audience's requirements and is effective in communicating the message.

Balance sheet is a financial statement that provides a snapshot of a company's financial position at a specific point in time, it lists the company's assets, liabilities, and equity, a balance sheet is an essential tool for assessing a company's financial health and making informed decisions.

Benchmarking is the process of comparing a company's performance or processes with those of other companies or industry leaders, benchmarking helps to identify areas for improvement and provides a basis for setting goals and targets.

Budget is a financial plan that outlines the projected income and expenses of a company or project over a specific period, a budget is used to allocate resources, prioritize spending, and ensure that financial goals are met.

Business case is a document that presents a justification for a particular course of action or investment, it outlines the costs, benefits, and risks associated with the proposal, a business case is used to support decision-making and secure funding or approval.

Cash flow statement is a financial statement that shows the inflows and outflows of cash and cash equivalents over a specific period, it provides information on a company's ability to generate cash and pay its debts, a cash flow statement is essential for assessing a company's liquidity and solvency.

Competitor analysis is the process of analyzing a company's competitors to identify their strengths, weaknesses, and strategies, competitor analysis helps to understand the competitive landscape and make informed decisions about market positioning and strategy.

Conclusion is the final section of a business report that summarizes the main findings and recommendations, it provides an overview of the report's key points and implications, a conclusion is essential in business report writing as it leaves a lasting impression on the reader and provides a call to action.

Critical thinking is the process of analyzing information, evaluating evidence, and making informed decisions, in business report writing, critical thinking is essential for identifying problems, evaluating options, and developing effective solutions.

Data analysis is the process of examining and interpreting data to extract insights and meaning, in business report writing, is used to identify trends, patterns, and correlations, and to support recommendations and conclusions.

Decision-making is the process of selecting a course of action from a set of alternatives, in business report writing, decision-making is critical as it involves evaluating options, assessing risks, and choosing the best solution.

Executive summary is a brief overview of a business report that provides a summary of the main points and key findings, it is usually around 1-2 pages and is intended to give readers a quick understanding of the report's content, an executive summary is essential in business report writing as it provides a concise and informative summary of the report.

Financial ratio analysis is the process of using financial ratios to evaluate a company's performance and financial health, financial ratio analysis helps to identify trends, strengths, and weaknesses, and to make informed decisions.

Forecasting is the process of predicting future events or trends, in business report writing, forecasting is used to estimate future sales, revenue, or expenses, and to make informed decisions about investment and resource allocation.

Graph is a visual representation of data that uses symbols, such as bars, lines, or pie charts, to show trends, patterns, and relationships, a graph is used to communicate complex data in a clear and concise manner.

Human resources refer to the people who work for a company, human resources is responsible for recruiting, training, and managing employees, as well as developing policies and procedures to support employee development and well-being.

Hypothesis is a statement or assumption that is tested through research or experimentation, in business report writing, a hypothesis is used to guide the investigation and analysis of a problem or opportunity.

Implementation plan is a detailed plan that outlines the steps to be taken to implement a project or solution, it involves identifying the tasks, resources, and timeline required to complete the project, an implementation plan is essential in business report writing as it provides a clear roadmap for execution.

Industry analysis is the process of analyzing a company's industry to identify trends, opportunities, and threats, industry analysis helps to understand the competitive landscape and make informed decisions about market positioning and strategy.

Introduction is the first section of a business report that provides an overview of the report's purpose, scope, and methodology, it sets the context for the report and provides a clear direction for the reader, a introduction is essential in business report writing as it engages the reader and provides a framework for the report.

Investment appraisal is the process of evaluating the potential return on investment of a project or proposal, investment appraisal involves assessing the costs, benefits, and risks associated with the

investment, and making a recommendation on whether to proceed.

Key performance indicator is a measure used to evaluate a company's performance and progress towards its goals, key performance indicators are used to monitor and control performance, and to make informed decisions about resource allocation.

Management discussion and analysis is a section of a business report that provides an overview of a company's performance and operations, it includes an analysis of the company's financial statements, as well as a discussion of the company's strategy and outlook, management discussion and analysis is essential in business report writing as it provides a comprehensive overview of the company's performance.

Market research is the process of gathering and analyzing data about a market or customer segment, market research helps to understand customer needs, preferences, and behaviors, and to make informed decisions about product development, marketing, and sales.

Methodology refers to the approach or method used to collect and analyze data, in business report writing, methodology is essential as it provides a clear explanation of how the data was collected and analyzed, and helps to establish the credibility of the report.

Mission statement is a statement that defines a company's purpose, goals, and values, a mission statement is used to guide decision-making and provide a sense of direction and purpose.

Needs analysis is the process of identifying and evaluating the needs of a customer or market segment, needs analysis helps to understand customer requirements and develop solutions that meet those needs.

Objective is a specific goal or target that a company or project aims to achieve, objectives are used to provide direction and focus, and to evaluate progress and performance.

Operational plan is a detailed plan that outlines the steps to be taken to achieve a specific goal or objective, it involves identifying the tasks, resources, and timeline required to complete the project, an operational plan is essential in business report writing as it provides a clear roadmap for implementation.

Organization chart is a diagram that shows the structure and hierarchy of a company, organization chart is used to illustrate the relationships between different departments and teams, and to provide a clear understanding of the company's organizational structure.

Outsourcing is the practice of contracting with an external supplier or vendor to perform a specific task or function, outsourcing is used to reduce costs, improve efficiency, and gain access to specialized expertise.

Performance measurement is the process of evaluating a company's performance and progress towards its goals, performance measurement involves setting targets, tracking progress, and making adjustments to improve performance.

Pest analysis is a framework used to analyze the external environment in which a company operates, it involves examining the political, economic, social, and technological factors that affect the company, pest analysis is used to identify opportunities and threats, and to make informed decisions about strategy and planning.

Portfolio analysis is the process of evaluating a company's portfolio of products or services, portfolio analysis involves assessing the performance and potential of each product or service, and making decisions about investment, resource allocation, and prioritization.

Problem statement is a clear and concise statement that defines a problem or opportunity, a problem statement is used to provide a focus for the report and guide the investigation and analysis.

Project management is the process of planning, organizing, and controlling resources to achieve a specific goal or objective, project management involves setting targets, tracking progress, and making adjustments

to ensure successful project delivery.

Qualitative data is non-numerical data that is used to gather insights and understanding, qualitative data is used to gather information about customer attitudes, preferences, and behaviors, and to develop a deeper understanding of a problem or opportunity.

Quantitative data is numerical data that is used to measure and analyze trends and patterns, quantitative data is used to gather information about sales, revenue, and other financial metrics, and to make informed decisions about investment and resource allocation.

Recommendation is a suggestion or proposal for a course of action, in business report writing, recommendation is used to provide a clear and actionable suggestion for addressing a problem or opportunity.

Regression analysis is a statistical technique used to analyze the relationship between two or more variables, regression analysis is used to identify trends, patterns, and correlations, and to make predictions about future outcomes.

Return on investment is a financial metric that measures the return on an investment, return on investment is used to evaluate the performance of an investment and make informed decisions about future investment.

Risk analysis is the process of identifying and evaluating potential risks and threats, risk analysis involves assessing the likelihood and impact of each risk, and developing strategies to mitigate or manage the risk.

Scenario planning is a technique used to anticipate and prepare for potential future events or scenarios, scenario planning involves identifying possible scenarios, assessing their likelihood and impact, and developing strategies to respond to each scenario.

Segmentation is the process of dividing a market or customer segment into distinct groups, segmentation is used to understand customer needs and preferences, and to develop targeted marketing and sales strategies.

Sensitivity analysis is a technique used to test the robustness of a model or forecast, sensitivity analysis involves varying the assumptions and inputs to assess the impact on the results, and to identify areas of uncertainty and risk.

Stakeholder analysis is the process of identifying and evaluating the needs and interests of stakeholders, stakeholder analysis involves assessing the impact of a decision or action on each stakeholder group, and developing strategies to engage and communicate with stakeholders.

Strategic plan is a comprehensive plan that outlines a company's overall strategy and goals, strategic plan is used to provide direction and focus, and to guide decision-making and resource allocation.

Swot analysis is a framework used to analyze a company's strengths, weaknesses, opportunities, and threats, swot analysis is used to identify areas for improvement, and to develop strategies to build on strengths and address weaknesses.

Target market is a specific group of customers that a company aims to serve, target market is used to focus marketing and sales efforts, and to develop products and services that meet the needs of the target market.

Trend analysis is the process of analyzing and interpreting trends and patterns in data, trend analysis is used to identify areas of opportunity and risk, and to make informed decisions about investment and resource allocation.

Value chain analysis is a framework used to analyze a company's value chain, value chain analysis involves examining each stage of the value chain, from raw materials to delivery, and identifying areas for

improvement and optimization.

Vision statement is a statement that defines a company's long-term vision and goals, a vision statement is used to provide direction and inspiration, and to guide decision-making and strategy.

Weighted average cost of capital is a financial metric that measures the average cost of capital for a company, weighted average cost of capital is used to evaluate the performance of an investment and make informed decisions about future investment.