

1 Planning your business report

As in all writing, planning is vitally important. The key questions to ask yourself when planning a business report are:

- what is the purpose of this report
- who are the readers of this report
- what are the report's main messages
- how will the report be structured?

1.1 What is the purpose of this report?

Keep in mind that the purpose of a business report is generally to assist in decision making. Be sure you are clear on what decision is to be made and the role the report plays in this decision. It might be useful to consider the purpose in this way: *As a result of this report, my reader/s will ...*

For example:

As a result of this report, my reader/s will know:

- *how well our recycling programme is doing*
- *how to increase participation in it.*

1.2 Who are the readers of this report?

Consider the main reader/s, but also secondary readers. The main reader for