

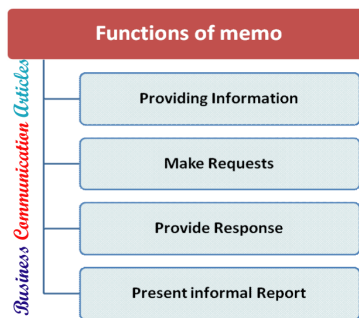
Business Letter

Memo

A **memo** (or memorandum, meaning “reminder”) is normally used for communicating policies, procedures, or related official business within an organization. It is often written from a one-to-all perspective (like mass communication), broadcasting a message to an audience, rather than a one-on-one, interpersonal communication. It may also be used to update a team on activities for a given project, or to inform a specific group within a company of an event, action, or observance. A memo’s purpose is often to inform, but it occasionally includes an element of persuasion or a call to action. All organizations have informal and formal communication networks.

Functions of memo

Functions of the memo can be explained in terms of the following points:



1. Providing information

Memos are used to convey information. This information may be about a new policy, an explanation, or revision of an existing policy or procedure to implement any policy. For example, Changes in supervisory positions or special events within the organizations, the annual picnic, or any schedule may be conveyed by the memos.

Superior Commerce Ltd.

To: All Employees

From: A. Rahim

Date: December 30, 2021.

Subject: Annual Employees Picnic.

This year’s annual picnic will be held on Wednesday, January 15, 2022, at the National Park from 8 a.m. until 5 p.m. Please plan to attend and you are welcome to bring your families. Make your reservations with Sweety in Personnel Department before noon,

Monday, January 13, 2022

See you there.

2) Make requests

When additional information is required, there we can use the memo to request further information e.g. to attend a meeting by a specific person, or to take prompt action, or any matter requests are usually made in memo form.

3) Provider response

Requests made by the memo are usually answered by the memo. e.g. confirmation of attending any meeting or explaining the reason for not attending the meeting, accept or reject an invitation, to represent the organization at any outside meeting or other activity can be answered through a memo.

Commerce Ltd.

To: Salma

From: Shahana

Manager, Data Processing

Date: July 25, 2021.

Subject: Department Heads Meeting. Tuesday, March 7

I am committed to making a presentation at the national conference of the Data Processing Managers Association on Tuesday, March 7. Please plan to represent the Data Processing Department at the department heads meeting on Tuesday, March 7, at 9.30 a.m. in the sixth-floor conference room.

I will look forward to your report about the meeting when I return on Thursday, March 9.

4) Present informal report

Informal reports are commonly used by managers in planning, organizing, motivating, and controlling. Such reports can be presented through a memo containing information regarding managerial decisions and also recommend a solution to a problem being researched.

Report

It may be defined as an organized statement of facts related to a particular subject prepared after an investigation is made and presented to the interested persons. Report can be written or oral, but in most of the cases it is written. Some definitions on report are quoted below What is business report, Definition of Report, Meaning of Report.-

According to R. C. Sharma and Krishna Mohan, "A report is a formal communication written for a specific purpose that includes a description of procedures followed for collection and analysis of data, their significance, the conclusions drawn from them and the recommendations, if required."

Ober said, "A report is an orderly and objective presentation of information that assists in decision making and problem solving."

According to Betty and Kay, "A report is a written or oral message presenting information that will help a decision maker to solve a business problem."

The Objectives of Preparing Report

The prime objective of report is to provide information about any event or object or situation to the proper persons. It helps business people to take accurate and pragmatic decisions. The purposes of Report can be mentioned as below-

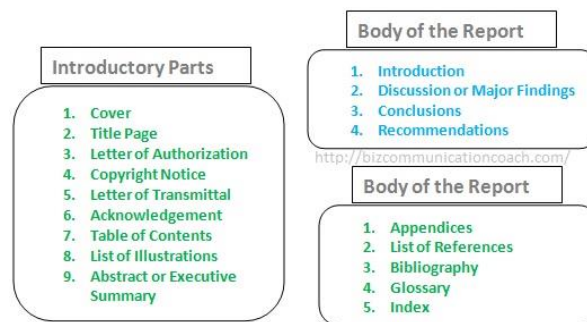
- To carry business information to the concerned quarters
- To analyze the data for interpretation
- To help planning by providing factual information
- To help decision making by providing necessary information and evidence
- To reduce administrative cost by eliminating searching cost for information
- To help establish effective control system through the information on employee performance
- To help reduce and resolve organizational disputes
- To help to bring effective coordination between and among the departments
- To help to bring dynamism in the organization by supplying latest information
- To find out the reason behind a problem
- To present the findings of investigation or inquiry
- To recommend specific action to solve a problem

So, we find that report serves some important purposes. In fact it aims to provide every support to business people through providing necessary factual information.

Elements of a Business Report

The elements of a report vary depending on the organization or structure of the report and there are various styles of organizing a report. Normally reports are organized in three ways-

- **Letter-Text Combination Form:** Letter-text combination form is the widely adopted form for origination long report. Letter-text combination form finally takes the book form when it is presented or handed over to the authority formally. A complete report in letter-text combination form includes the following parts and sub-divisions-



- **Letter Form:** If the materials of a report are short, brief and informal, they can be arranged as a form of business letter. The main parts of a letter report are heading or title, date, address, salutation, the body, complimentary close and signature. It is usually written in the first person I or We.
- **Memorandum Form:** A simple way of presenting report is a memorandum form as it maintains less formality. The date of the report is mentioned at the top. It is followed by the name of the person to whom the report is addressed, the name of the writer and the subject of the report. Next follows the actual text and the conclusion. Like the letter form, the text of the report here is also divided into paragraphs with headings and sub heading.

Types of Report

- **Informational reports:** These reports present facts about certain given activity in detail without any note or suggestions. Whatever is gathered is reported without giving any thing by way of either explanation or any suggestion. A vice-chancellor asking about the number of candidates appearing at a particular examination naturally seeks only information of the fact (candidates taking up the examination) of course without any comment. Generally such reports are of routine nature. Sometimes they may fall under statutory routine category. A company registrar asking for allotment return within the stipulate period is nothing but informational routine, falling under statutory but routine report.
- **Analytical reports:** These reports contain facts along with analytical explanations offered by the reporter himself or may be asked for by the one who is seeking the report. Such reports contain the narration of facts, collected data and information, classified and tabulated data and also explanatory note followed by the conclusions arrived at or interpretations. A company chairman may ask for a report on falling trends in sale in a

particular area. He will in this case be naturally interested in knowing all the details including that of opinion of any of the investigator.

- **Research reports:** These reports are based on some research work conducted by either an individual or a group of individuals on a given problem. Indian oil company might have asked its research division to find some substitute for petrol, and if such a study is conducted then a report shall be submitted by the research division detailing its findings and then offering their own suggestions, including the conclusions at which the division has arrived at as to whether such a substitute is these and if it is there can the same be put to use with advantage and effectively. All details shall naturally be asked and has to be given. In fact such a report is the result of a research.
- **Statutory reports:** These reports are to be presented according to the requirements of a particular law or a rule or a custom now has become a rule. The auditor reports to company registrar has to be submitted as per the requirements of country legal requirement. A return on compensation paid to factory workers during a period by a factory has to be submitted to competent authorities periodically. These reports are generally prepared in the prescribed form as the rules have prescribed.
- **Non statutory reports:** These reports are not in the nature of legal requirements or rules wants; therefore, the reports are to be prepared and submitted. These reports are required to be prepared and submitted: (i) for the administrative and other conveniences,(ii) for taking decision in a matter (iii) for policy formulations, (iv) for projecting the future or (v) anything alike so that efficient and smooth functioning maybe assured and proper and necessary decision may be taken with a view to see that everything goes well and the objectives of the organization are achieved with assured success.
- **Routine reports:** These reports are required to be prepared and submitted periodically on matters required by the organization so as to help the management of the organization to take decisions in the matters relating to day-to-day affairs. The main objectives of routine reports are to let the management know as to what is happening in the organization, what is its progress where the deviation is, what measures have been taken in solving the problems and what to do so that the organization may run smoothly and efficiently. Routine reports are generally brief. They only give the facts. No comments or explanations are usually offered in such reports. Generally, forms are prescribed for preparation and submission of such reports.
- **Special reports:** Such a type of report is specially required to be prepared and submitted on matters of special nature. Due to an accident a death of the foreman has occurred in a factory. The factory manager may ask for a detail report from the head foreman. Such a report is classified as special reports. These reports contain not only facts and details but they may contain suggestion, comments and explanations as well.

Report Writing Format

Here are the main sections of the standard report writing format:

- **Title Section** – This includes the name of the author(s) and the date of report preparation.
- **Summary** – There needs to be a summary of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only skim the report, so make sure you include all the relevant information. It would be best to write this last so you will include everything, even the points that might be added at the last minute.
- **Introduction** – The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made. You need to give a definition of terms if you did not include these in the title section, and explain how the details of the report are arranged.
- **Body** – This is the main section of the report. There needs to be several sections, with each having a subtitle. Information is usually arranged in order of importance with the most important information coming first.
- **Conclusion** – This is where everything comes together. Keep this section free of jargon as most people will read the Summary and Conclusion.
- **Recommendations** – This is what needs to be done. In plain English, explain your recommendations, putting them in order of priority.
- **Appendices** – This includes information that the experts in the field will read. It has all the technical details that support your conclusions.

Remember that the information needs to be organized logically with the most important information coming first.

Formal business report example

Here's a sample formal business report that you can review as a guide:

Report on Staff Turnover in GHS Corporation

Submitted Aug. 8, 2019

Introduction

The human resources manager requested this report to examine the high turnover rate of employees at GHS Corporation. The information in this report was gathered by members of the human resources department over three months. The five-member team analyzed administration records and working conditions, as well as interviewed staff. In this report, recommendations are made to minimize the high turnover rate among the staff working at GHS Corporation.

Background

GHS Corporation has been operating for 10 years. It employs 200 people, with most of the employees tasked with processing fees for insurance clients. Despite operating in a region with substantial unemployment, the annual turnover has been between 60 to 65% every year.

Findings

The most significant issue found by the HR team when interviewing staff was the lack of support to new mothers who require child care services to be able to come to work. Employees mentioned their frustration at not having an in-house child care system that could help them continue working.

Another issue mentioned by the staff was the lack of communication between employees and upper management. They expressed their concerns about receiving inconsistent and late instructions. They shared how they didn't know the main business objectives which led them to lose interest in the company and their jobs.

Conclusions

The main issues that we found were as follows:

1. Lack of support to new mothers in regards to childcare
2. Lack of communication between the staff and upper management

Recommendations

To address these two main issues, we recommend the following steps be taken:

1. An in-house childcare center can be established at minimal cost to GHS, encouraging mothers to return to work.
2. Each department should choose an employee ambassador to represent the interests of staff in management meetings. This ambassador can express concerns and relay outcomes to their teams to increase engagement.