

## BUSINESS REPORT EXAMPLE

Note: A Business report also includes a Cover Page and a Table of Contents (usually following the Executive Summary).

### Executive Summary

A one or two-page Executive Summary “sells” the plan to readers through its clarity and brevity. Briefly describes the background, problem, opportunity and summarises the recommendations cost and key milestones.

#### 1. Company Description

Highlights the recent history, issues and successes of the organisation. Helps set the background and scope.

#### 2. Strategic Focus and Plan

Sets the strategic direction for the entire organisation, a direction with which the proposed actions of the marketing plan must be consistent. This section is not necessary for all marketing plans.

##### 2.1. Mission/Vision

This qualitative statement focuses the activities for the stakeholders.

##### 2.2. Goals

Sets both financial and non-financial targets in order to measure company's performance.

##### 2.3. Core Competency and Sustainable Competitive Advantage

This section briefly outlines the company's core competencies and competitive advantage.

#### 3. Situation Analysis

This section provides a snapshot of the current environment where the company is **now**. Includes internal (performance, resources, etc) and external factors (technology infrastructure, value chain, etc). Describes the marketing problems and opportunities.

##### 3.1. SWOT Analysis

Identifies Strengths, Weaknesses, Opportunities and Threats in order to provide a foundation from which to identify subsequent actions in the marketing plan. This section should answer the questions: How can the strengths/opportunities be leveraged and how can the weaknesses/threats be overcome?

##### 3.2. Industry Analysis

This section provides the background for more detailed and in-depth analysis of the competition, the company and the company's customers. The key questions to answer are: What determines success in this industry? And what are the key success factors?

##### 3.3. Competitors

This section demonstrates the company has a realistic understanding of who its major competitors are and what their marketing strategies are. This prepares a firm foundation for subsequent marketing actions. This section should answer the questions: Why are the competitors successful? What are they doing right, what are they doing wrong?