UNIT-3 : BUSINESS PRESENTATION-I

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3.1 LEARNING OBJECTIVES

After going through this unit you will be able to –

- write a report on any event or an experience
- formulate hypothesis for your report
- interpret your report
- prepare project report for different organization
- find advantages and disadvantages of project report

3.2 INTRODUCTION

In the earlier unit we have already learnt about the use of media for effective business. In this unit, we will discuss how to write different types of reports, project report, executive summaries and business presentations.

A report is an account of an event or an experience. Reports are of many types, like- news paper reports, scientific reports and business reports. Again, a project report describes the purpose of the project and how it will be organized and managed. Executive summaries provide the essence of the report. And business presentations are basically required to present their project work.

You will find this unit very interesting and important to study, because all professionals, including the mass communicators, who are associated with business and management need to write project reports, executive summaries etc in their job. Most business students will have to do this in some form, so making presentations a part of your lesson will be useful and may lead to some worthwhile productive lessons.

3.3 REPORT WRITING

Before going to write a report, let us first define a report.

A report is a formal communication written for a specific purpose which includes description of procedures, analysis of data, their significance, conclusions and recommendations if required.

We can define professional report as an orderly and objective communication of factual information that serves a specific purpose.

Report writing is an essential skill for professionals. A report aims to inform a definite topic or incident as clearly and succinctly as possible. Exactly what you include in your report and how you present it will vary according to your discipline and the specific purpose of the report.

While writing a report, you should first prepare the rough draft and then with careful revision you can gradually improve the quality of the report. Good report writing needs lot of effort. So you should consider the following points before writing a report.

3.3.1 Process of writing a report

- Before writing the report, you should carefully go through the entire topic, and then express it in your own words.
- The report which you are writing should be in a logical order with accuracy in facts and figures, correlation of illustrations with the text and paper documentation and cross referencing.
- You should include only relevant points leaving out what is considered to be less relevant or less significant.
- After you have prepared a rough draft of the entire report, check the outline and notes once more to ensure that you have not missed any points or facts. Also try to see if you can make necessary additions and alterations.

3.3.2 Determining the purpose of the report

Our work on a report starts logically with a need (or a problem), for which we will prepare the report. The need should be logical to prepare a report.

The next step is the preliminary investigation, where we will gather information from different sources. We can gather information either by direct contact with the source (which is known as primary source of data collection) or we can collect information from secondary sources like- earlier published material, books, survey reports and web sites etc. Then we should express the problem clearly, preferably in written form.

3.3.3 Determining the factors

Our next task is to determine the factors which are responsible for the problem. The problem factors may be of three types :

7. First, they may be the subtopic of the overall topic about which the report is concerned. For example: if our report is on the production of any company, then the sub topic will be on the sales, inventory, demand and capacity etc.

5. Another problem factor may be the hypothesis which must be tested. Once formulated, the hypothesis needs to be tested and their applicability to the problem is then either proved or disproved. Suppose we assume that we have the problem of determining why sales at a certain store have declined. Our task will be to explain the reasons through brainstorming. Then the hypothesis will be of following types:

3. Hypothesis:
   - Activities of the competition have caused the decline.
   - Changes in the economy of the area have caused the decline.
   - Changes in the environment have caused the decline.

4. Another factor is the comparison. In the problems that involve comparison, there may be the cases on which the comparisons are made.

3.3.4 Gathering the information needed

Before preparing the report we need to investigate the problem personally. For example, a sales problem might require collecting information through discussions with customers and sales personnel. A computer problem might require talking to both end users and programmers.

3.3.5 Interpreting the findings

After completing the research, the next step is to prepare the findings for your presentation. While preparing the findings it depends on the type of reader to whom you will give the presentation. Some readers may want only facts and some may want more analysis. Based on their preferences we need to prepare our findings.

3.3.6 Organizing the report information

Organizing a report is very important because it the process of organizing is not logical then people will not be able to understand it.The main aim of organizing the report is to communicate the information in the best possible way to the reader. From the introduction to the conclusion, the organization of the report should be in a logical order.

3.3.7 Writing the report

The last step in this process is the writing of the report. While writing the report we need to communicate clearly and what we want to convey. Good report writing presents facts and interprets them logically. It avoids presenting the writer's opinion, biases and attitudes.

A well written report reads as one continuous story, so different parts of the reports need to connect smoothly.

A few model reports are given below. Read it carefully:

1.Write a report on a blast that has occurred recently.

4 KILLED, 20 HURT IN NONAI BLAST

By A Staff Reporter

(source: The Assam Tribune, March-17, 2008)

GUWAHATI, March 16 – In the worst ever incident of militant violence in Dhemaji district since 2004, at least four persons were killed and more than 20 others including women and children were injured in a grenade blast in Nonai last night. Official sources said that about 2,000 people gathered in a field near the Nonai circuit house last night to celebrate All-Ave-Ligang, a festival of the Mising community, when suspected militants lopped a grenade at the crowd. Four persons were killed in the incident.

Sources said that at least 20 persons were injured in the incident and 14 of them have been shifted to the Assam Medical College Hospital, Dibrugarh, this morning. Those shifted to Dibrugarh included two children and their condition is stated to be serious. Altogether 36 injured

persons have been shifted to Dhemaji town for treatment.

However, the Army is not operating in the district and shortage of force is turning out to be a major problem in restricting the movement of militants in the district bordering Arunachal Pradesh as the district has only four companies of Central Reserve Police Force. Sources said that the militants can easily sneak into Dhemaji from its passes in the neighbouring State by taking advantage of shortage of force and the blast last night took place near the inter-state boundary.

It may be mentioned here that this was the worst ever incident of militant violence in Dhemaji district since the blast on the Independence Day in 2004, in which 17 women and children were killed.

5. Write a report on emerging trends in tourism Management in Assam. (Source: The Assam Tribune, March-8, 2008).Read them carefully:

IT ENABLED TOURISM MANAGEMENT IN ASSAM—

Information Technology (IT), which is a key component of every industry and trade in the present day context, plays a very important role in the tourism industry. The use of new IT tools and techniques has facilitated the efficient netting of information and communication system in present-day travel and tourism management. The internet, webspite, e-mail, mobile, tele-text, videotext, telecopy etc have revolutionized the communication system as it has enabled organizations to demonstrate their offerings globally using multimedia interfaces. Consumers are also empowered through the new tools and techniques to search for their required information and to undertake online services like booking of airline\rail\bus tickets, hotel\resort reservations, car rentals, fixing a business meeting in a hotel\resort, participating in a particular festival or event, enjoying a match (cricket\football etc) and also negotiating a price, asking for discount, making online payments, exchanging of queries and ideas, interactions etc. In addi-

tion, the use of some of the newly developed management tools and technologies like Customer Relationship Management (CRM), Value Chain Integration Tourism (CVIT), and Knowledge Management System (KMS) etc helps efficient netting of information and communication systems.

Tourism on the other hand is one of the largest and fastest growing industries in the world with an enormous potential for further growth. It is forecasted that by 2020 the tourism industry would be the single-biggest industry in the world.

The North-Eastern region on the other hand has tremendous potential for developing the tourism industry. The rich natural beauty, scenify and exotic flora and fauna of the region serve as invaluable resources for the development of tourism in the region.

Activity 3.1

1. Read the following news story and make a good report with a head line.

   GUWAHATI, March 15 – The Opposition today charged the State Government with according little importance to agriculture, industry and employment generation in the Budget, and also said that the budgetary provisions did not address the issue of infrastructure.

2. Suppose you are attending a workshop on painting. About 20 prominent artists are participating in it. The place is at Kalakshetra, Guwahati-37.

   Write a report of the workshop for the cultural page of a daily paper.

3.4 PROJECT REPORT WRITING

A project report describes the purpose of the project and how it will be organized and managed. Project report should communicate the results of an