

--	--	--

Analytical Report Outline

Report: Describe the situation and two reasons for the success/failure of _____ company.

1. Introduction

General topic of research

- *describe subject of report*
- *include definition of key terms if necessary*

Aim of the report

- *describe report goal*

Brief background and/or history of company

- *include descriptive details e.g., when, where, how it started and/or grew*

Importance of topic

- *mention why other businesses should be aware of this company*

Sequence

- *list paragraph topics using bullets*

2. Write main idea:

Main idea

Provide evidence of the company's success/failure.

- *use revenue changes, market share, # of customers, etc*
- *include supporting data when possible*

3. Write main idea:

Main idea

Explain the main factor for the success/failure:

- *provide an overview of the factor*
- *use of supporting data (quantitative)*
- *use of supporting examples (qualitative)*

4. Write main idea:

Main idea

Explain the secondary factor for the success/failure:

- *provide an overview of the factor*
- *use of supporting data (quantitative)*
- *use of supporting examples (qualitative)*

5. Conclusion

Restate the aim**Summarise main ideas**

- *use bullet for each*
- *include key data*

Future recommendations

- *apply what was learned to make recommendations to other companies*
- *use bullets for each recommendation*