

Activity 4

Write a résumé containing the information presented in the 'self-introduction' below:

My name is Jyotsna Rout. I am 26 years old. I live in Pune and I work in this city as a Purchase Officer for Oriental Retailers. My job is to source ready-made garments from manufacturers in Coimbatore, Tamil Nadu, for export. I got my MBA degree from the Millenium School of Business Management, Aurangabad, one year after I passed the B.Com.examination from BJB College, Bhubaneswar, in 1998. I started working for my present employers in 2004. Before that, I was a Training Supervisor with Ultrasoft Communications in Kolkata for two years. I was responsible for organizing training programs in Softskills Development for junior level executives. That was my first job. I enjoy my work, but I would like to return now to my home town, Bhubaneswar. I am applying for a job in Ayur Hospital, Bhubaneswar.

d. Business reports

A Business Report is a factual and objective statement that communicates information which can be used by a business organization to take a decision, solve a problem, evolve a new policy etc.

There are two main kinds of business reports:

- i. **informational reports**, communicating factual information in a 'neutral' manner, without discussion, analysis, comments, recommendations etc.
- ii. **analytical reports**, which analyze as well as present factual information, along with comments, suggestions, recommendations etc.

All reports, whether informational or analytical, are expected to be supported by data, which may be obtained either through empirical investigation ('field-work', involving observation, interviews, questionnaires etc.) or from secondary sources (documents, books, periodicals etc.). A report which involves the collection of data through empirical methods is sometimes called an investigative report.

Informational reports frequently carry an element of analysis but their intention is primarily to inform, allowing readers to draw their own conclusions. On the other hand, analytical reports which make recommendations are often intended to be 'persuasive'.

Reports may be:

- i. **internal** (addressed by a member of an organization to another member of the same organization) or **external** (addressed to someone outside the organization).
Internal reports are generally written in the form of memos while external reports are more often written in the form of letters.
- ii. **unsolicited** (produced at the initiative of the writer) or **solicited** (produced at the initiative of someone other than the writer);
- iii. **routine** or '**ad-hoc**' (produced for a special occasion or purpose)
- iv. **confidential** (meant to be seen only by one individual or by a few members of an organization) or **public** (meant to be made widely available to members of different organizations)
- v. **issue-based** (related to a single issue, problem or activity) or **comprehensive** (covering a wide range of issues)
- vi. **brief** (one page or less) or **extensive** (running into several pages)

Conclusions

The findings and conclusions must be clearly and precisely stated.

Recommendations

What action is recommended on the basis of the report?

Limitations of the report and suggestions for further inquiry

The writer of the report may not have had sufficient time to collect data, because of constraints. Certain important sources of data may not have been available. The limitations of the report have to be spelt out by the writer and suggestions made for further inquiries/investigations.

SAMPLES OF BUSINESS REPORTS**Internal informational report (memo format)**

Unitel Communications	
Internal Memo	
TO	Director HRD
FROM	Regional Manager, Madhya Pradesh
DATE	05 September 2008-12-15
SUBJECT	High absenteeism in Dewas branch
<p>Absenteeism figures in our Dewas branch were unusually high during August this year. On average, about 25 percent of the employees were absent from the office on any given day.</p> <p>The reason most commonly stated was lack of convenient transport. Employees living in outlying areas are often unable to come to the office as bus services in Dewas are irregular.</p> <p>I have contacted the Manager of the local transport company who has promised to provide additional buses on this route.</p> <p>This is for your information.</p>	

Internal analytical report (memo format)

Spectravision Electronics	
Internal memo	
TO	Chief Marketing Manager
FROM	Ravi Kumar, Deputy Manager, Lucknow Region
DATE	22 June 2007
SUBJECT	Declining sales of TVL refrigerators

1. During the first quarter of 2007, we sold 4600 units of TVL refrigerators imported from China. Sales figures during the current quarter have been disappointing, however. To date, we have sold only 2200 units – a decline of nearly 60 percent.
2. My sales staff and I have conducted an informal customer survey during the past three months to find out the reason. We were able to contact about 800 of the customers, mostly from rural areas, who bought TVL refrigerators from us. 65 percent of them reported frequent breakdown of the compressor units. Replacements are not readily available as spares have to be imported. Customers said, however, that they find the prices very attractive.
3. The importers in Mumbai may be asked to improve the supply of compressor units to regional distributors or sales may go down further.

External informational report (letter format)

Vidarbha Vanijya Bank

Nagpur 513260

25 February 2008

Dear Customer

We are happy to announce that the Vidarbha Vanijya Bank, which has its head-office in Nagpur, is planning to start operations in Orissa very soon. Our first branch in Bhubaneswar will be inaugurated by the Hon'ble Chief Minister of Orissa on 15 September 2008.

The Vidarbha Vanijya Bank was started in the year 1916 in Nagpur by Sri Parvez Personji, a distinguished industrialist and banker. It was launched with a seed capital of only Rs.1.00 lakhs, but today the total business of the bank is worth Rs 22,000 crores. Our total deposits as on 31.12.2007 stood at Rs. 12,549 crores and total advances at Rs. 9528 crores.

The bank has a Credit Adequacy Ratio of 12.58 percent as against the RBI stipulated norm of 9 percent.

The bank has lowest NPA ratios in the country at 0.18 percent.

Over the past 4 years, the bank has declared over 100 percent dividends.

Our vision is to serve our customers by delivering innovative products and services at affordable rates, through a country-wide branch network.

We look forward to receiving your patronage. For more information about the bank and its products, please log on to: www.vvb.co.in

Yours sincerely,

(signed) G M Patel
Managing Director

External analytical report

Covering letter:

Chatterji And Mohapatra
Business Consultants
5 Chowringhee Lane
KOLKATA 400 027
Tel. (033)-81336407

15 November 2008

Mr M N Kundu
Director, Operations
Konark Auto
Bhubaneswar 751009

Subject: Preliminary feasibility report on proposed 2-wheeler plant in Orissa

Dear Mr Kundu

We were commissioned by Konark Auto in September 2008 to produce a feasibility report on the proposal to set up manufacturing plant for two-wheelers in Orissa. We are pleased to send you this brief preliminary report. A detailed report is being prepared and will be submitted to you by the end of December 2008.

Assuring you of our best services at all times,

Sincerely

(Bhaskar Mohapatra)
Managing Director

Enclos.: Preliminary feasibility report

Preliminary Feasibility Report

1. Objective

- a. to investigate whether the demand for two-wheelers is sufficient to justify the setting up of a manufacturing plant in Orissa and, if so, what should be the scale of operations of the proposed plant.
- b. to make recommendations for the setting up of the plant, the scale of its operations and the type of product that should be manufactured

2. Summary of findings

Our preliminary investigations suggest that the demand for 2-wheelers in Orissa is not sufficiently strong at the present time to warrant the setting up of a manufacturing plant in the state. However, sufficient demand may be generated in about 5 years' time, particularly in the rural areas of southern and western Orissa, to justify