
26 Report structure and key phrases

Write a short report as an email.

Some ideas are given below, but adapt and change them as you wish.

a) An email to your line manager related to your job.

Ideas: a sales report; a market report; a product report.

b) An email report to your line manager that is a report based on the information below:

- Introduction: sales report for last year.
- Background: strong market - sales up 12%, profits up 6%.
- Findings: strong competition meant that we could not increase prices, so profits grew less than sales; most of the increase in first half of the year; sales of new products were very good, but fewer new products next year.
- Recommendations: need to keep cutting costs because next year probably won't be so good; need to develop new products and look for new markets; marketing department need to analyse why second half was weaker.
- Closing comments: the next meeting will discuss this report, so ask for comments and say they will be circulated before the meeting.

When you finish, work with a partner. Check each other's grammar, spelling, punctuation and style. Is everything clear, well-structured and easy to understand?