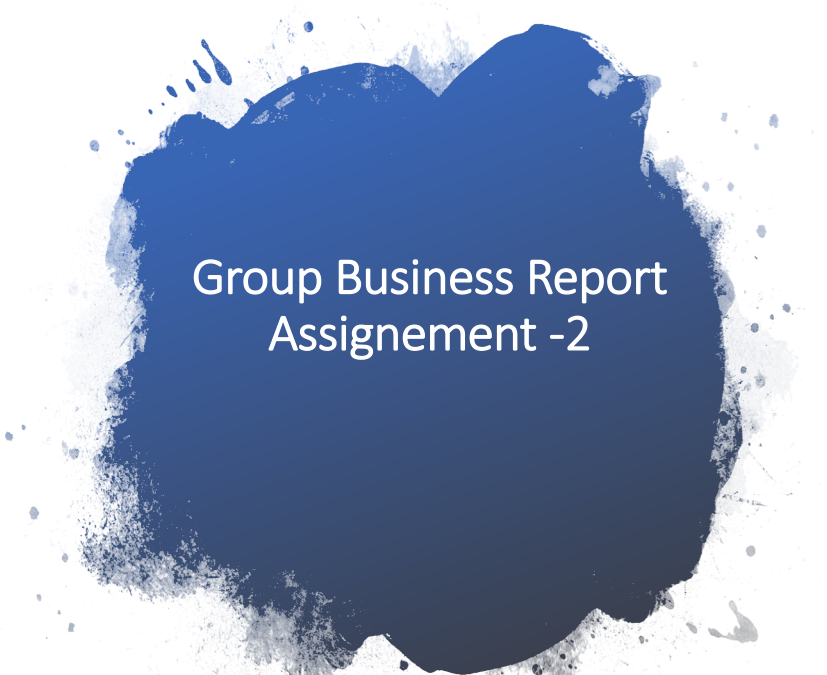




Group Business Report Assignment -2



Contents of the Report

- **Title page**
- **Executive Summary**
- **Introduction**
- **Discussion**
- **Recommendations**
- **References**

Format of the Report

- The report should be limited to 3-4 pages (700-1000 words) excluding title page and references
- Use Times New Roman 12-pts font and 1.5-line spacing
- Use the APA referencing style
- Number each page consequently

Format of the Report

- **Title page**
- **Executive Summary** 50 – 100 words
- **Introduction** 5-10% of totals words
- **Discussion** 50-75% of totals words
- **Conclusion & Recom:** 20-30% of totals words
- **References**

Executive Summary

- Overview/synopsis in nutshell of the whole report
 - Main issues / problems of the case
 - Findings and
 - Recommendations

Format

- Write on a separate page
- It is better to write after finishing whole report

Introduction

- Brief background of the company or business situation of the case.
 - Products, Customers, Size of the company (small, medium, large), No. of employees, Operational details, Region, Turnover etc
- Brief overview of the situation, associated issues / problems.
- Purpose / objective of the report
- Scope and limitations – what issues are covered, and what issues are not covered and why
- Outline of the structure of report – how rest of the report is structured

Discussion

- Answer the questions
- Address the problem / issue of operations in detail
- Analyse problem/issue of operations showing reflection of course contents and support your argument from the literature
- Analyse present operations performance measures, if applicable
- Evaluate alternative solutions / suggestions considering operations management theoretical ideas, concepts, tools and techniques
- Provide evidence from literature in support of solution / suggestions and recommendations

Headings and sub headings in Discussion section

- Use an appropriate heading and sub-headings relevant to questions / issues of the business case
- Do not use questions of the case as headings.
- Identify operations management topics / subjects of the case w.r.t questions of the case and rephrase from the questions and form appropriate headings and sub headings.

Conclusion and Recommendations

- Outline likely outcomes of the evaluation and infer to conclusion
- Evaluate alternative solutions / suggestions considering operations management theoretical ideas, concepts, tools and techniques.
- Provide evidence from literature in support of solution / suggestions and recommendations

Any question