



Tutorial 4

Report Writing

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MID TERM TEST

Time, Date and Content



CONSUMER PROFILE OVERVIEW

Discuss the assignment and what's expected



BUSINESS REPORT WRITING

How to write and structure your assignment



QUIZ (IF WE HAVE TIME)

Will cover some of your mid term test topics, and some of the business report writing topics



Today's Tutorial







Mid Term Test

17th August 2pm - 3pm



- 
- 
- Worth 15%
 - Online
 - Open-Book Test
 - Covers Week 1 - 5
 - Chapters 1, 3, 4, 5, 6, 7, 9, 10

**Download the Textbook
from Friday**






Mid Term Test

17th August 2pm - 3pm



Topics:



- Buying, having, being
 - Perception
 - Learning and Memory
 - Personality
 - Motivation and Values
 - The Self: Mind, Gender and Body
 - Individual Decision-Making
 - Buying, using, disposing
- 

CONSUMER PROFILE

MONDAY 2ND OCTOBER, 11PM

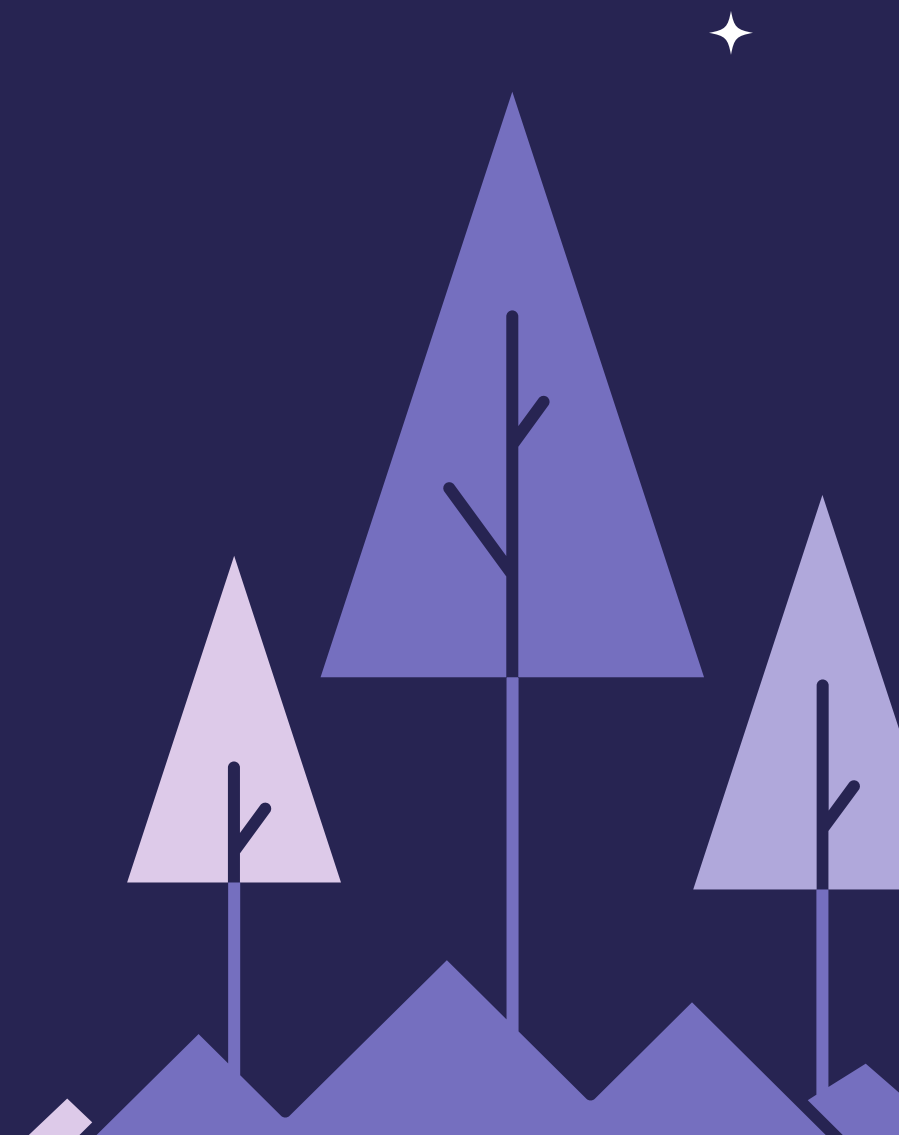
- Worth 35%
- 3500 words **STRICT**
- **5% deduction for every 500 words over the limit**
- **10% deduction per day later**

REPORT FORMAT

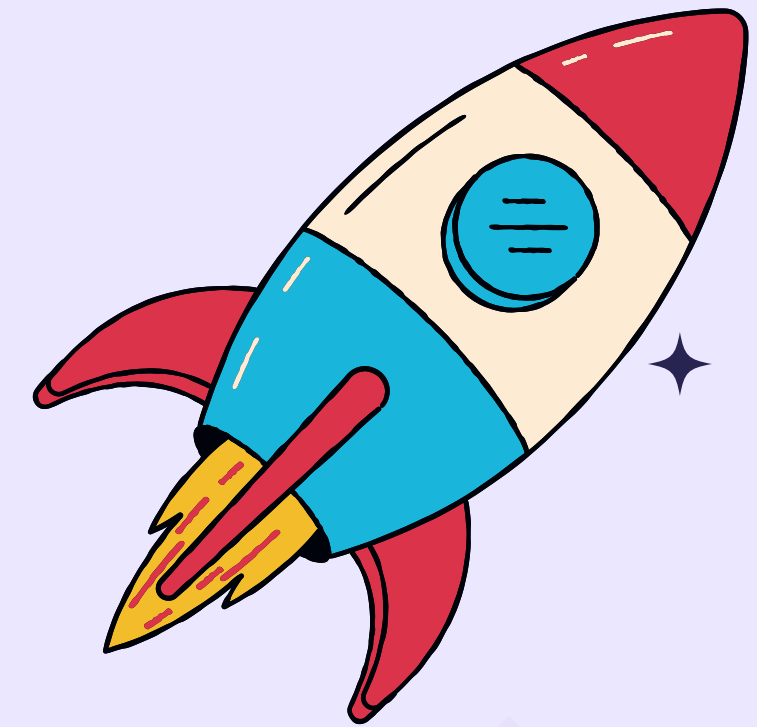
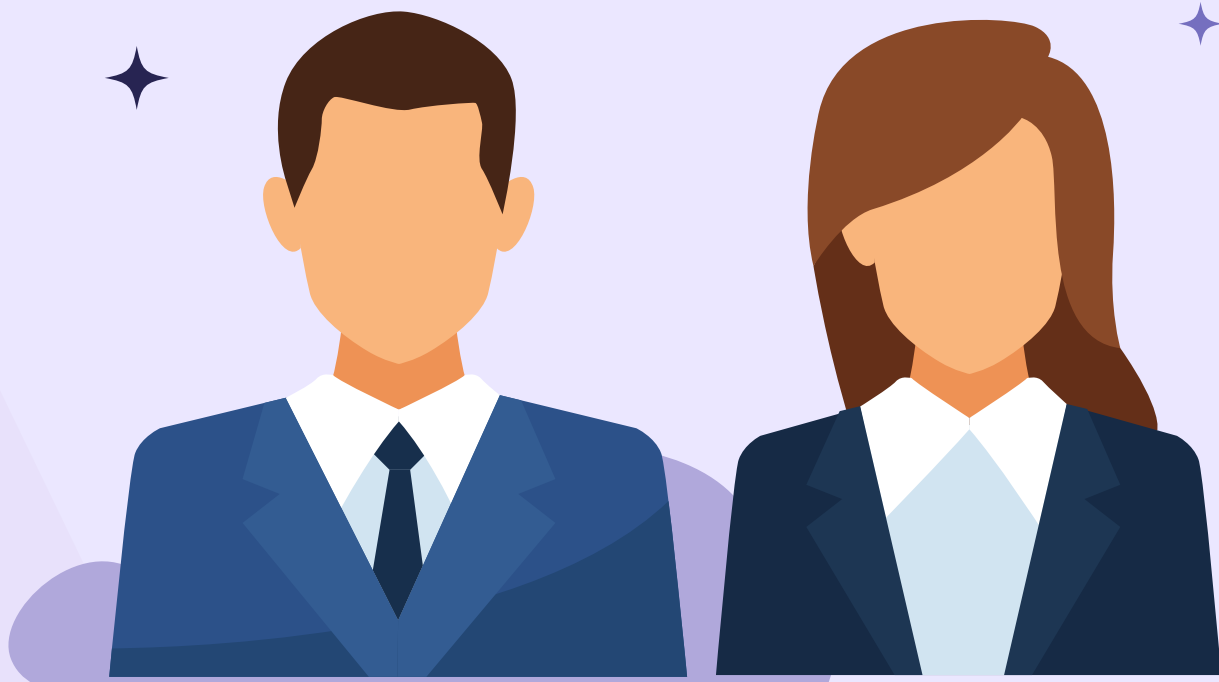
- 12pt Font Size
- Times New Roman
- 2.5cm margins all sides
- Justified Margins
- 1.5 line spacing

DIAGRAMS, APPENDICES, IMAGES AND REFERENCES

- Tables + Diagrams may be single spaced
- 10pt font
- Headings and Subheadings may use different fonts + font sizes
- APA 7th edition



How should you view this report



YOU ARE THE "MARKETING MANAGER"

OF A NEW BRAND

THAT'S ABOUT TO LAUNCH A PRODUCT

**BASED ON WHAT YOU HAVE FOUND THROUGH
YOUR TUTORIAL EXERCISE SHEETS**

Report Structure



Report Format

TITLE PAGE (1 PAGE)

EXECUTIVE SUMMARY (1 PAGE)

TABLE OF CONTENTS (1 PAGE)

CONSUMER REPORT (11 PAGES 1.5 SPACING)

INTRODUCTION (0.5 PAGE)

RECOMMENDATIONS (2 PAGES)

CONSUMER PROFILE (8 PAGES)

REFERENCES (1 PAGE, 10 REFERENCES MINIMUM)

APPENDICES





Report Format



RECOMMENDATIONS

(Marketing Mix) Product, Price, Place, Promotion

CONSUMER PROFILE (EACH TUTORIAL SHEET)

The consumer segment

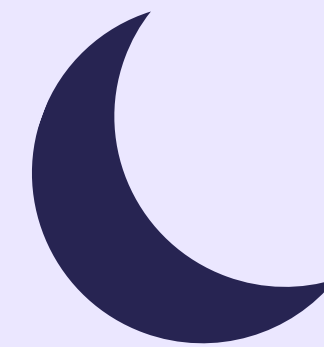
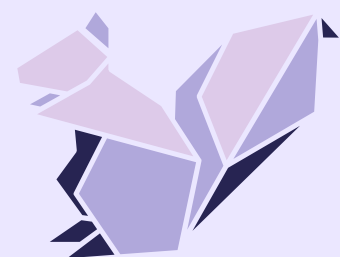
The consumer decision-making process

Perception and the Senses

Personality and self

Attitude formation

Social and cultural influences



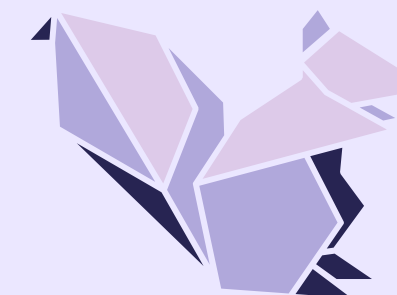
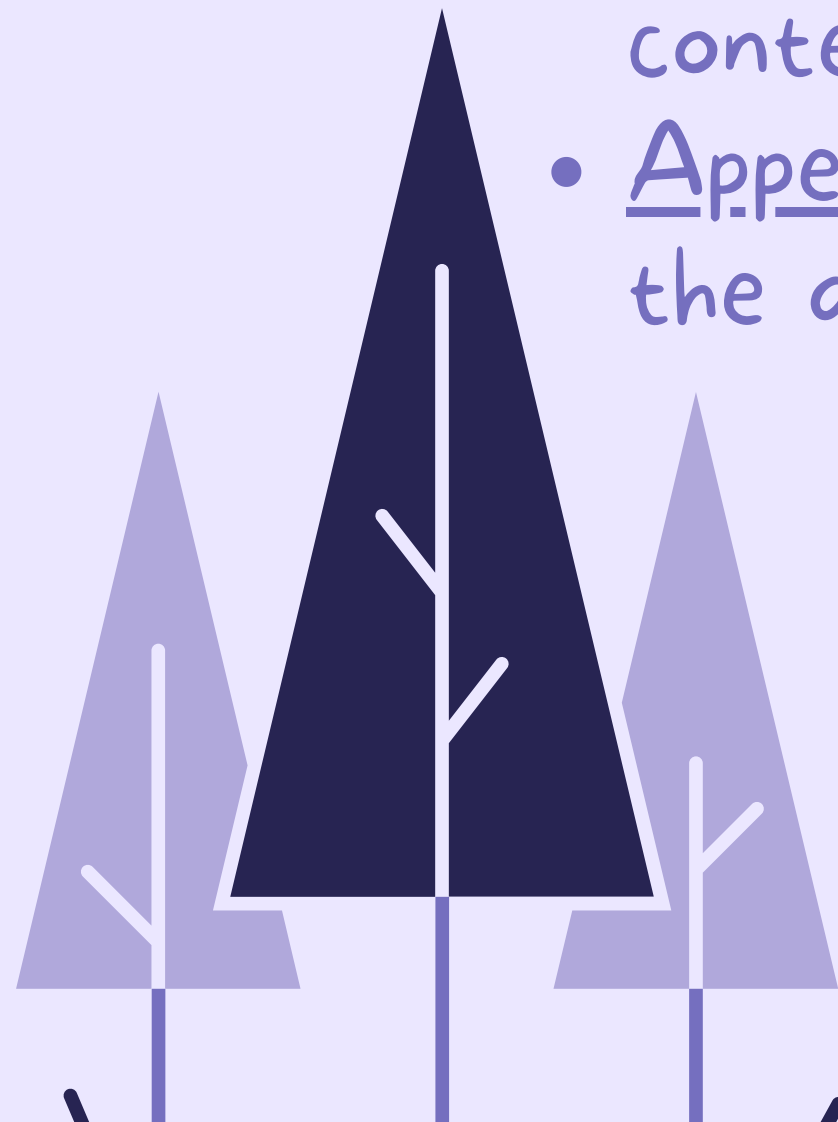
Consumer Profile Rubric



Overall Impression (10 marks)

- Executive Summary clearly presented
- Introduction clearly identified the subject matter, the context, and the reports objectives
- Appendices laid out clear and professionally and support the analysis and recommendations

If it's irrelevant leave it out



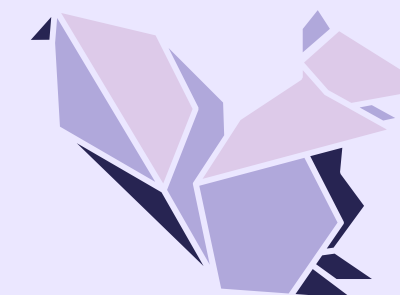
Consumer Profile Rubric



Recommendations (20 marks)


- Based on the Consumer Profile
- Logical and Supported by findings
- Reflects the Target Market (so something the target market would use based on consumer behaviour)
- Make appropriate recommendations that are justified.

Write after the Consumer Profile
But in the report it is before



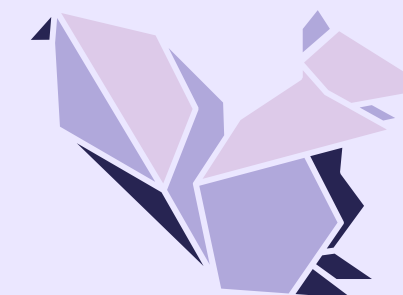
Consumer Profile Rubric



Consumer Profile & Analysis
(60 marks, 10 marks per tutorial exercise sheet) 

- Identifies Key Issues
- Data is critically analysed
- Use multiple Theories and Concepts
- Demonstrate good interviewing and referencing

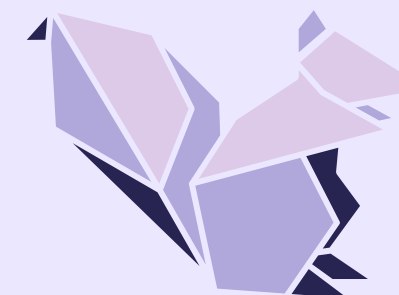
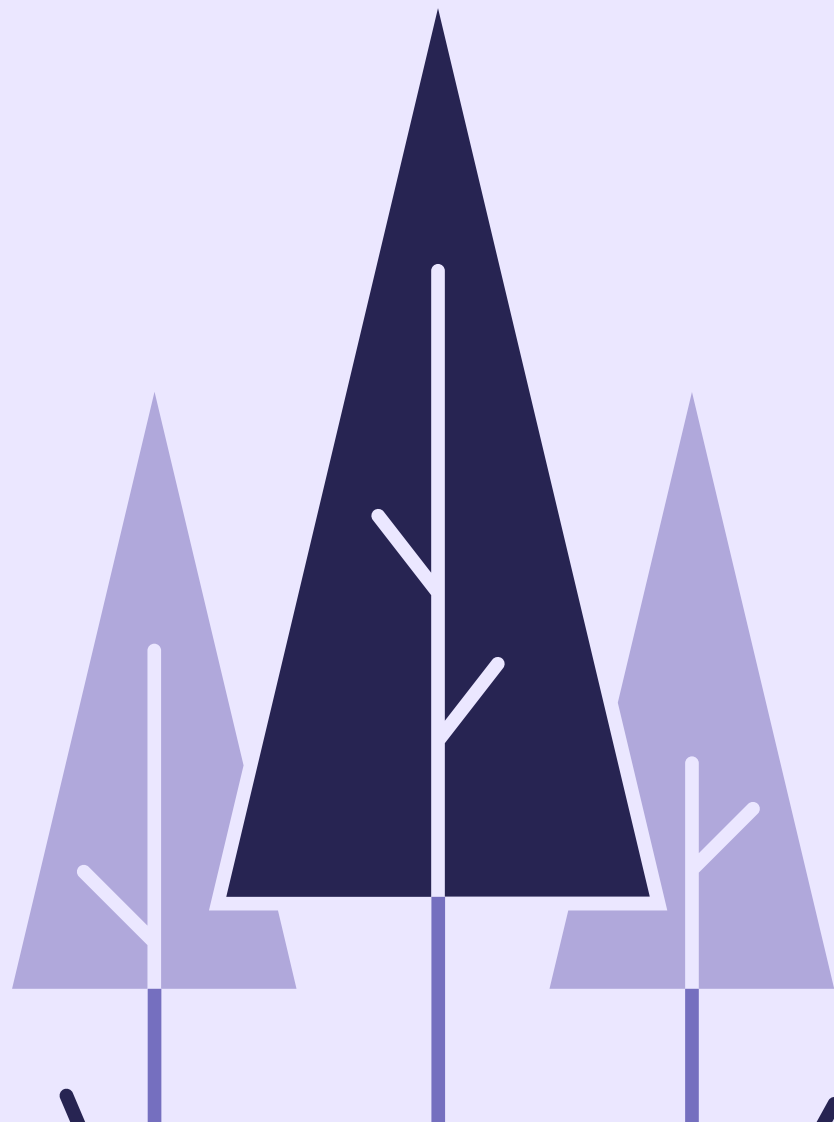
Try to use at least one theory or
concept per section if you can 



Consumer Profile Rubric

Report Presentation and Referencing
(5 marks)

- Refer to Slide 5 and you will get 5/5 no problem



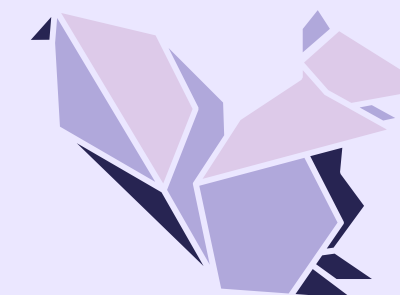
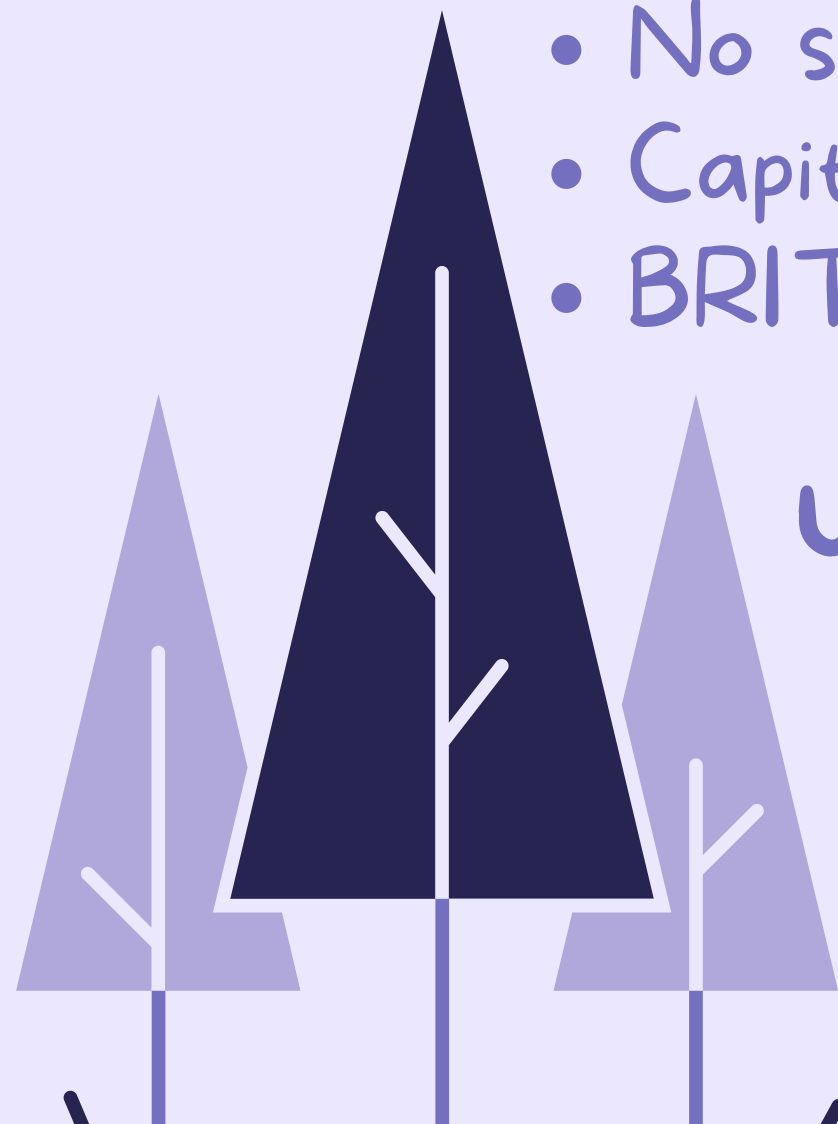
Consumer Profile Rubric



Grammar and Spelling (5 marks)

- Easy to read, no grammatical errors.
- No spelling mistakes, good structure and flow
- Capital Letters at the start of each sentence
- BRITISH ENGLISH preferred

Use Grammarly or editor in word



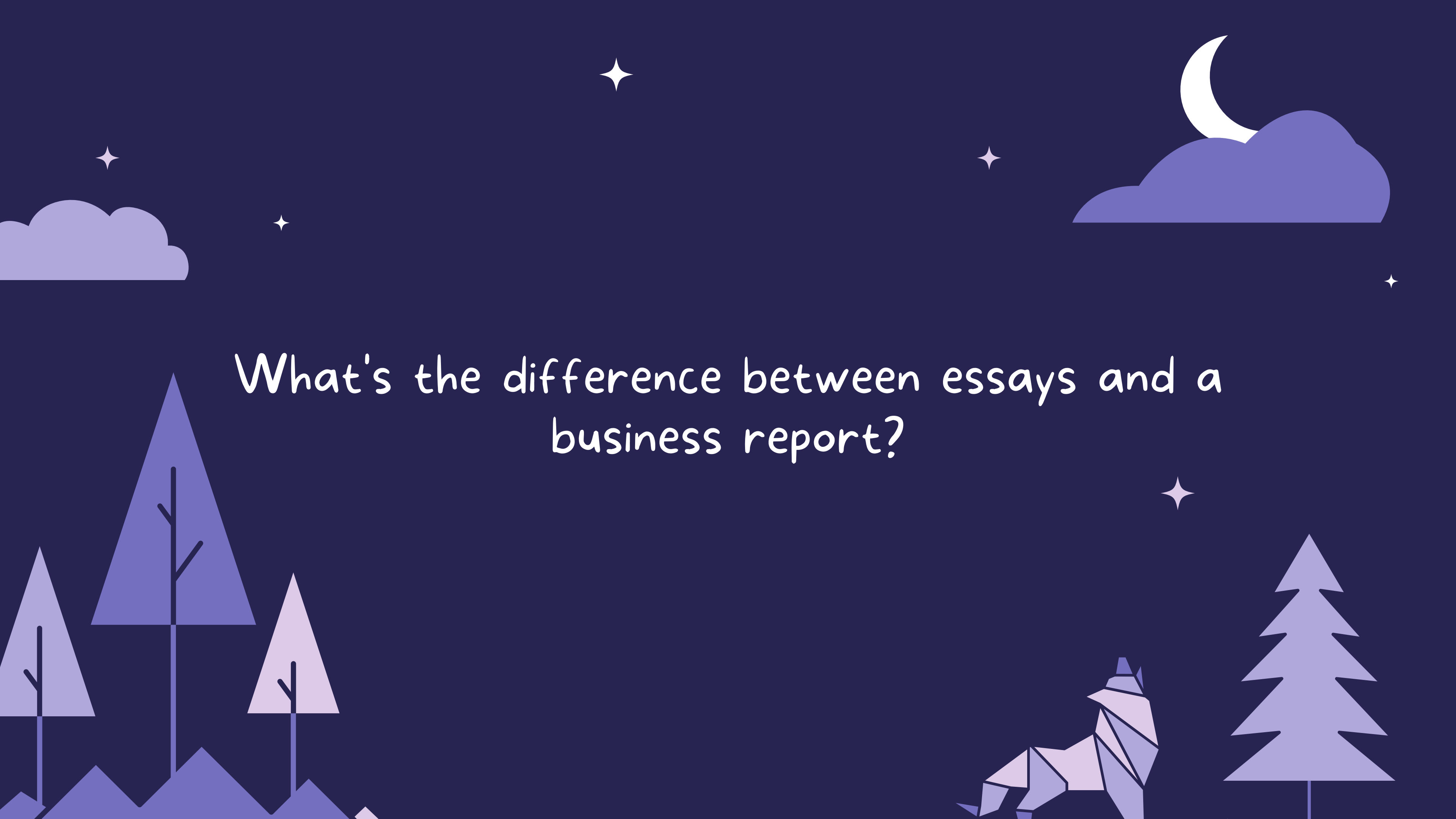


Business Report Writing

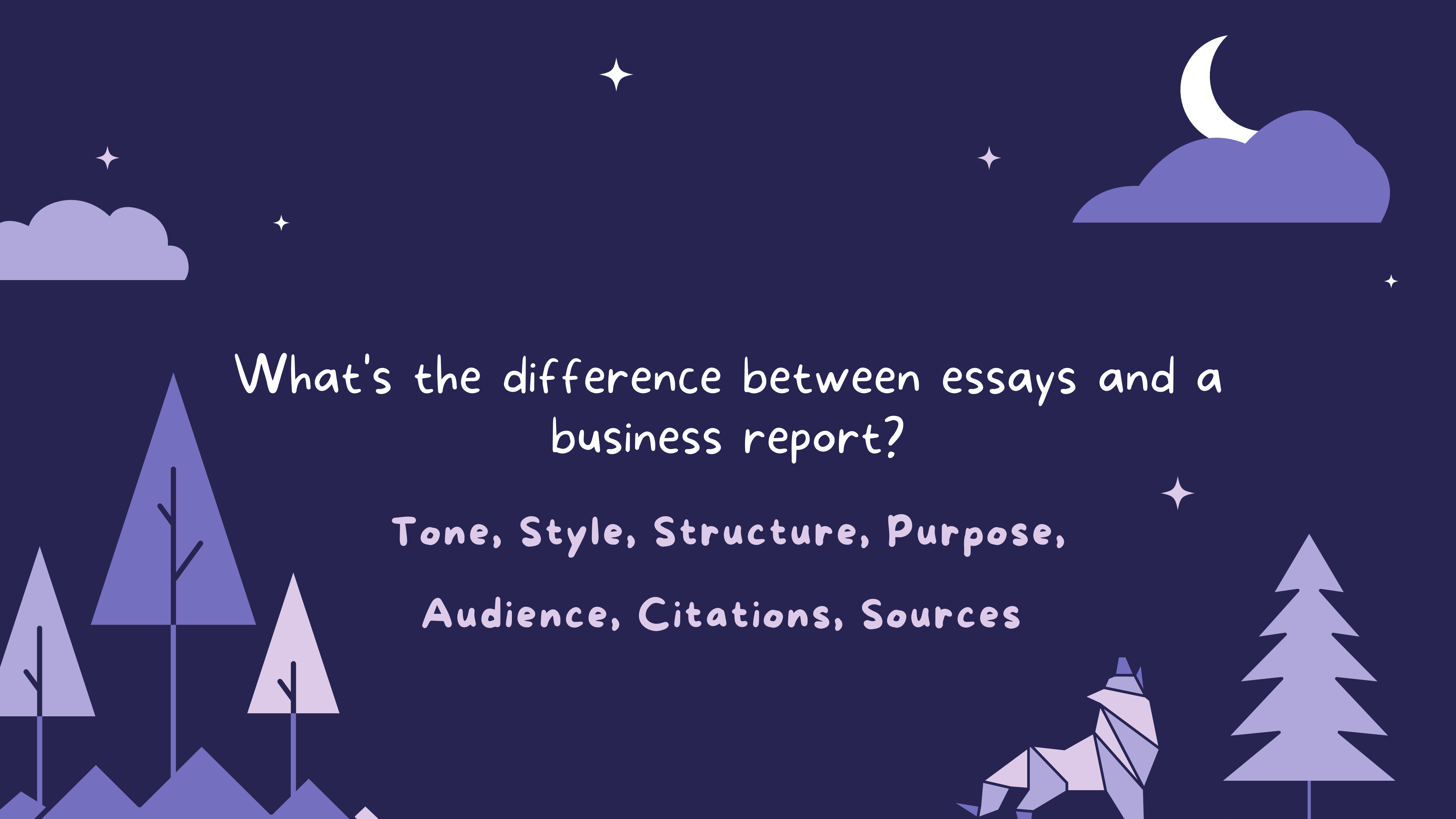


Key points to remember when planning the business report

- ★ Who are the readers of this report?
- ★ What is the purpose of this report?
- ★ What is the report's main messages?
- ★ How will the report be structured?



What's the difference between essays and a
business report?



What's the difference between essays and a
business report?

Tone, Style, Structure, Purpose,
Audience, Citations, Sources

What's the difference between essays and a business report?

Title Page
Introduction
Methods
Findings
Conclusion
Reference List
Appendices

Title Page
Executive Summary
Table of Contents
Short Introduction
Recommendations
Findings + Discussion and
Implication
Reference List
Appendices



Why have an executive summary?



Why have an executive summary?

* TL:DR (Too Long, Didn't Read)

When it comes to stakeholders, they may have limited time, so it's important to provide key recommendations and conclusions in less than a page.

The Executive Summary should make sense on its own



Executive Summary Structure

★ Purpose - State the purpose of the report, briefly describe what was researched

Findings and Conclusions - Give conclusions of report

Give Recommendations

Executive Summary Structure

Executive summary

Purpose and method of this report

West Coast's recycling programme was created to fulfil the College's social responsibility as an educational institution as well as to meet the demand of legislation requiring individuals and organisations to recycle. The purposes of this report are to:

- determine the amount of awareness of the campus recycling programme
- recommend ways to increase participation in the programme.

We conducted a questionnaire survey to learn about the campus community's recycling habits and to assess participation in the current recycling programme. A total of 220 individuals responded to the survey. Since West Coast College's recycling programme includes only aluminium, glass, paper, and plastic, these were the only materials considered in this study.

Findings and conclusions

Most survey respondents recognised the importance of recycling and stated that they recycle aluminium, glass, paper, and plastic on a regular basis either at home or work. However, most respondents displayed a low level of awareness of the on-campus programme. Many of the respondents were unfamiliar with the location of the bins around campus and, therefore, had not participated in the recycling programme. Other responses indicated that the bins were not conveniently located.

The results of this study show that more effort is needed to increase participation in the campus recycling programme.

Recommendations for increasing recycling participation

Recommendations for increasing participation in the programme include:

- relocating the recycling bins for greater visibility
- developing incentive programmes to gain the participation of individuals and on-campus student groups
- training student volunteers to give on-campus presentations explaining the need for recycling and the benefits of using the recycling programme
- increasing advertising about the programme.

Tell purpose of the report and briefly describe the research

Give conclusion/s of report

Give report recommendations



Why have a table of contents?

A stylized nighttime landscape illustration. The background is a dark blue gradient. In the top right, a white crescent moon is partially obscured by a large, soft purple cloud. Several white, four-pointed stars are scattered across the sky. In the bottom left, there are several stylized trees of varying heights and shades of purple and blue. In the bottom right, there is a large, detailed evergreen tree and a jagged, crystalline rock formation. The overall aesthetic is clean and modern.

Why have a table of contents?

Just like the executive summary, stakeholders may have limited time, so it allows people to choose what to read

It also shows the scope of the entire document



Introduction

- ★ There is an example in the Assignment Brief. It is a guide only and will not give you a good grade.

Introduce your new company + product.
Briefly discuss the consumer profile and
it's impact on the recommendations



Recommendations

Make specific and researched suggestions for action

Present each suggestion separately and beginning with a verb (Increase, develop, add, enhance, etc.)

Number each recommendation



Recommendations

I'd recommend at least one recommendation per P in the 4 P's

3 Recommendations

After considering the findings and conclusions of this study, we offer the following recommendations in an effort to improve the operations and success of the West Coast recycling programme.

1. Increase on-campus awareness and visibility by designing an eye-catching logo for use in promotions.
2. Enhance comprehension of recycling procedures by teaching users how to recycle. Use posters to explain the recycling programme and to inform users of recycling bin locations. Label each bin clearly as to what materials may be deposited.
3. Add bins in several new locations, and particularly more in the food service and vending machine areas.
4. Recruit student leaders to promote participation in the recycling programme. These students should give educational talks to classes and other campus groups.
5. Develop an incentive programme for student organisations. Offer incentives for meeting OAS recycling goals. On-campus groups could compete in recycling drives designed to raise money for the group, the college, or a charity. Money from the proceeds of the recycling programme could be used to fund the incentive programme.



Consumer Profile

Use literature and secondary data to support your findings

Clearly interpret your findings so your reader can see the basis for your recommendations



Consumer Profile ✨

✨ Clearly describe and present your findings, help the reader visualise your information correctly ✨

Label tables/figures and **DISCUSS THEM**, ✨
don't add if you aren't discussing them,
reference appendices.

Consumer Profile

4 Findings and discussion

The findings of the study will be presented in two categories.

- Recycling habits of the respondents
- Participation in the West Coast College recycling programme

4.1 Recycling habits of respondents

A major finding of the survey reveals that most respondents are willing to recycle even when not required to do so. Data tabulation shows that 72 percent of the respondents live in an area where neither the city nor the region requires separation of rubbish. Yet 80 percent of these individuals indicated that they recycle aluminium on a regular basis. Although the percentages are somewhat smaller, many of the respondents also regularly recycle glass (46 percent) and plastic (45 percent). These results, summarised in Figure 2, clearly show that campus respondents are accustomed to recycling the four major materials targeted in the West Coast recycling programme.

Figure 2. Respondents who regularly recycle at home or at work

Material	Percentages
Aluminium	80%
Paper	55%
Glass	46%
Plastic	45%

Respondents were asked to rank the importance of recycling the materials collected in the West Coast programme. Figure 3 shows that respondents felt aluminium was most important, although most also ranked the other materials (glass, paper, and plastic) as either "extremely important" or "somewhat important" to recycle. Respondents were also asked what materials they actually recycled most frequently, and aluminium again ranked first.

In this section you will present, interpret, discuss, and analyse findings.

Use tables and graphs where possible to present/ summarise findings

Figure 1: Screenshot of Findings and Discussion



References

APA (7th ed.)

Provide in-text citation to support discussion.

Cite references from credible sources
e.g.: Journal articles, textbook, marketing
research reports.

**NO BLOGS, WIKIPEDIA or similar
UNSUBSTANTIAL SOURCES.**

Appendices

Topic	Details	Corresponds to Tutorial #
<i>Mapping the Consumer Decision-making Process</i>	<ul style="list-style-type: none">• Provide a transcript of the consumer interview	<ul style="list-style-type: none">• 2
<i>Perception and the Senses</i>	<ul style="list-style-type: none">• Provide the attribute tables (functional and symbolic).	<ul style="list-style-type: none">• 3
<i>Personality and Self</i>	<ul style="list-style-type: none">• Provide the completed brand personality and consumer personality questionnaire, as well as analysis.	<ul style="list-style-type: none">• 5
<i>Attitude formation</i>	<ul style="list-style-type: none">• Provide attitude formation interview, and stimuli created.	<ul style="list-style-type: none">• 6
<i>Reference group</i>	<ul style="list-style-type: none">• Provide reference group research material (e.g., transcript; social media cutouts).	<ul style="list-style-type: none">• 7

What is expected, you can have more

Things to Remember

Formal and Professional Tone

"Comprehensive research has been undertaken to analyse Consumer Behaviour."
instead of

"I have researched Consumer Behaviour"

USE A PSEUDONYM (Consumer X etc)

Things to Remember

MONDAY 2ND OCTOBER, 11PM

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REPORT FORMAT

- 12pt Font Size
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DIAGRAMS, APPENDICES, IMAGES AND REFERENCES

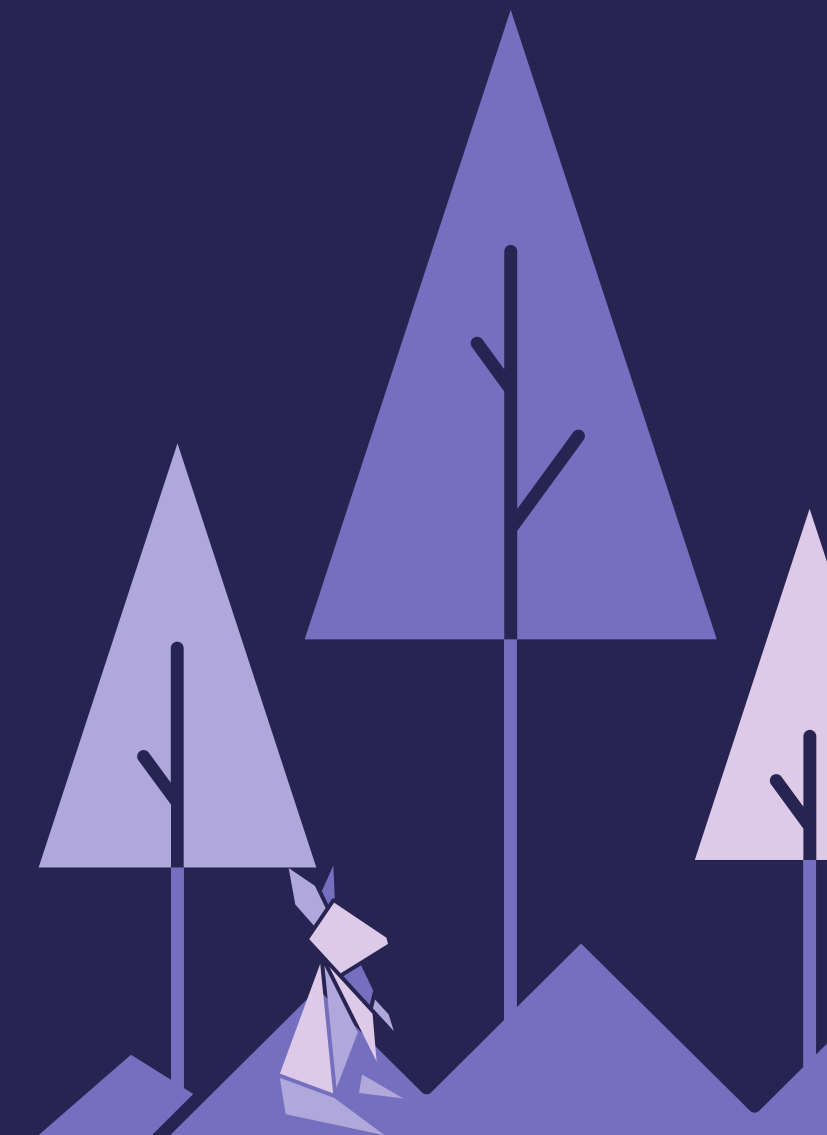
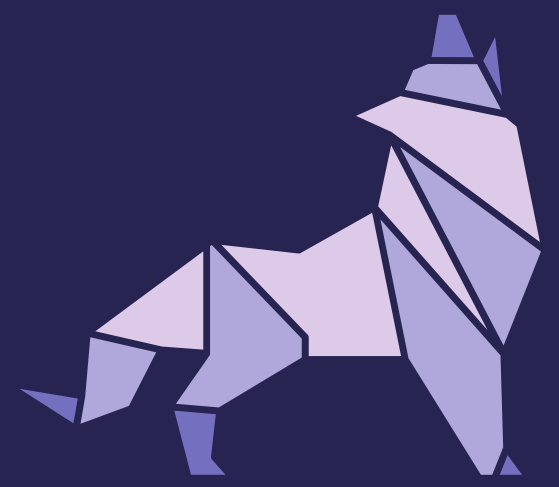
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- 10pt font
- Headings and Subheadings may use different fonts + font sizes
- APA 7th edition



If we have time



Kahoot Quiz!





Thank You

No tutorial next week, you will have your test instead!

I hope you enjoy the mid trimester break and get some down time, see you after the break!

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