

Proposal Report Outline

Report: Describe a business problem and two proposed solutions.

1. Introduction

Who are we?

- *job*
- *department*
- *company*

Aim of the report

- *describe report goal*

Brief background of problem

- *descriptive details of problem, e.g., when, where, how problem started*

Focus Question

Sequence

- *list paragraph topics using bullets*

2. Methodology for Problem Resolution

Main idea

Description of:

- *survey instrument*
- *sample group*
- *where / when survey carried out*
- *expectations before survey*

Attach clean copy of questionnaire to report (Appendix A)

3. Results and Solutions: Part 1

Main idea

Description of:

- 1 – 2 graphs
- proposed solutions based on graphs

Attach clean copy of selected graphs to report (Appendix B)

4. Results and Solutions: Part 2

Main idea

Description of:

- 1 – 2 graphs
- proposed solutions based on graphs

Attach clean copy of selected graphs to report (Appendix C)

5. Conclusions

Restate the aim

Summarise main recommendations

- use bullet for each rec.
- include key data when necessary

Future research

- improvements to current research
- suggestions for future research