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# Analytical Report Outline

Report: Describe the situation and two reasons for the success/failure of \_\_\_\_\_ company.

## 1. Introduction

### General topic of research

- describe subject of report
- include definition of key terms if necessary

### Aim of the report

- describe report goal

### Brief background and/or history of company

- include descriptive details e.g., when, where, how it started and/or grew

### Importance of topic

- mention why other businesses should be aware of this company

### Sequence

- list paragraph topics using bullets

## 2. Write main idea:

### Main idea

Provide evidence of the company's success/failure.

- use revenue changes, market share, # of customers, etc
- include supporting data when possible

### 3. Write main idea:

**Main idea**

Explain the main factor for the success/failure:

- *provide an overview of the factor*
- *use of supporting data (quantitative)*
- *use of supporting examples (qualitative)*

### 4. Write main idea:

**Main idea**

Explain the secondary factor for the success/failure:

- *provide an overview of the factor*
- *use of supporting data (quantitative)*
- *use of supporting examples (qualitative)*

### 5. Conclusion

**Restate the aim****Summarise main ideas**

- *use bullet for each*
- *include key data*

**Future recommendations**

- *apply what was learned to make recommendations to other companies*
- *use bullets for each recommendation*