

REPORT GUIDELINES

- Report templates are available at www.applebyglobal.com/applebyacademy
- The word count is 2500 words maximum, 6 sides of A4
- An appendix is not included within this word count
- Images and diagrams are permitted
- These guidelines are designed to help you in formatting your report, each section must be covered but the bullet points provided under each are not compulsory for inclusion and should be considered in the context of your business problem. Your mentor will assist with any queries you may have.

EXECUTIVE SUMMARY (600 WORDS MAX)

This section should summarise your report accurately and concisely including all of the key points, such as:

- An overview of the Company/ market
- the problem and your solution (go into more detail in the implementation section)
- the resources required
- the desired result/ overall benefits for this plan
- the potential consequences if the plan isn't implemented
- Your report goals and objectives

BACKGROUND & RESEARCH (500 WORDS MAX)

In this section you should outline the current situation at Appleby, including the environment in which it operates, and state how these factors might impact on your business solution, this might include:

- research into the problem at Appleby
- the time/skills available/resources needed
- Insight from past activities at Appleby, or similar businesses
- Secondary and primary research of the problem
- Outcomes of the research in relation to your business solution



IMPLEMENTATION (1000 WORDS MAX)

This section will describe your solution in detail and how you would implement it into Appleby. This might include:

- *Marketing & Communications*
 - who do you need to communicate to both internally at Appleby and externally
 - how you will do this through your communication plan (e.g. generating publicity, advertising, raising brand awareness)
- *Financial Information*
 - the resources required to implement the plan, the cost of this and the revenue expected as a result
- *Timescales*
 - how long the plan will take to be implemented at Appleby and the steps involved to achieve this
- *Logistical Information*
 - the key requirements for the successful implementation of the plan, the people involved in the implantation and their responsibilities, the suppliers that may be required, any training that may be needed, a contingency plan should your solution be unsuccessful
- *Evaluation*
 - what equals success and how do you plan to measure this

CONCLUSION (400 WORDS MAX)

- Recap the contents
- Make a statement as to why this is important to implement
- What are the benefits and support your statement

Checklist:

- Does my report make it very clear to all what exactly I am doing?
- Have I included pictures, sketches, graphs and other tools to demonstrate my business solution clearly?
- Does the report show my total understanding of the problem?
- Is it easy to read; are there any errors or spelling mistakes?

MARKING CRITERIA – THE REPORT

The marks awarded throughout your report are detailed in the table below. Additional points are also available for:

- Grammar, punctuation and spelling accuracy
- Ensuring that each section includes the required content and is clear, exciting and effective
- Providing realistic and reasonable solutions
- Keeping within the required template
- Additional research around the topic

| Section | Marks available |
|---------------------------------------|-----------------|
| EXECUTIVE SUMMARY (600 words max) | 25 |
| BACKGROUND & RESEARCH (500 words max) | 20 |
| IMPLEMENTATION (1000 words max) | 45 |
| CONCLUSION (400 words max) | 10 |
| TOTAL MARKS AVAILABLE | 100 |

