

**ADMS 3015**  
**Formal Report Assignment Instructions (20%) 5 – 6 pages**

Complete a formal report with executive summary and transmittal letter for exercise 8.2 (page 217). Be sure to include all the components listed in the Reports lesson PowerPoint for a formal report (cover, title page, executive summary, table of contents, introduction, discussion, conclusion, recommendations, references, appendix). Use headings appropriate to the subject matter of the report.

1. Be sure to follow the writing process and the pyramid structure to create your report. Be sure to revise, proofread and spell check. **KEEP ALL STAGES OF YOUR REPORT.**
2. Report must be professional – with a transmittal letter, cover, table of contents, page numbers, etc.
3. Transmittal letter follows standard business conventions – indicates the type and scope of report enclosed.
4. Executive summary (between title page & table of contents) captures the key content of the report – purpose, scope, method and results (see presentation slides for details).
5. Introduction - background information and criteria
6. Discussion - Use the primarily subjective approach Comparative Analysis (see text) to analyse your findings. Compare each location to the given criteria only and explain the significance of your findings.
7. Conclusion - indicate which location is most suitable and argue why that location is better than the other two.
8. Recommendations - action steps the company should take.
9. References – the sources you used - APA format
10. The length of the actual report (without the transmittal letter, title page, table of contents, references and appendix) should be about 5 - 6 pages.

**Warnings:** Substituting a chart for analysis will result in a grade of 0.  
Not choosing a location will result in a grade of 0.  
Copying sentences or segments from the text will result in a grade of 0, so  
**USE YOUR OWN WORDS.**  
Copying material from another student will result in a grade of 0.

Due: