

Formal report- analyzing two possible career choices

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Career Options Introduction A career decision is always a difficult and tedious process. The success of your career starts with a good and intelligent choice of what career path you must take. Our company, Career Alert has done extensive research regarding the two career options which you are faced with. We have interviewed people in both careers and will present to you the feedback which we have gathered from these interviews. With this report, it is our hope that you will be able to make an intelligent and informed decision which you will not regret.

Purpose, Scope and Limitations

The purpose of this report is to determine what career option you should pursue. The choices that are being considered are that of a career as a Sales Manager or as a Marketing Manager. These two positions will be evaluated on the basis of the salary, number of hours worked, the benefits that go with the job and the long term prospects for the job.

Sources and Methods

Career Alert conducted extensive research on the job opportunities open for a Sales Manager and a Marketing Manager through the website Glassdoor.com, the ExecutivesOnTheWeb.com and Careerbuilder.com. Information regarding the current salary ranges of both the Sales and Marketing Managers were based on these sites. Interviews were conducted among current Sales and Marketing Managers to get insights on their careers.

Report Organization

Career Alert believes in the importance of making the right decision in choosing a career. We are aware that a career choice is dependent on several factors such as the salary and the future prospects for the job. Your

concern is our concern too. We measure our success by the success of our clients. We are dedicated to helping you decide what the best career path is for you, a Sales Manager or a Marketing Manager.

References

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