

# Good analytical report example

[Business](#), [Company](#)



## **Memo of transmittal**

Following your concern on helping this company increase to further heights in its business activities, the following report has been prepared for you to evaluate our proposals. We wish to thank you for your concern and highly appreciate any feedback on recommendations from you.

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THE HENRINE DEODRANT COMPANY

BUSINESS REPORT ON THE MARKETING STRATEGIES

EXECUTIVE SUMMARY

1. Dr. Martin Garcon – the Chief Executive officer.
2. Dr. Maurice Dorgan – The senior Management Director.
3. Dr. Rosaline Rice – The Personnel Manager.
4. Ms. Mary Kay – The Manager sales and marketing department.
5. Ms. Catherine Wesley – The Production Manager.
6. Mr. Gregory Martins – The Financial manager.

## **Introduction**

Following the intersession by our executive and our extemporary performance during the last eight months, our company has been highly appreciated at atrium of Canada. Therefore, we have been given a chance to make proposal on what we might feel is important to help boost our success and take it to the next level.

Since our department (the sales department) is the main connection between our company and the outside world as well as it is our image to the consumers, the following recommendations were made.

1. Improvement on the consumer outreach programs.
2. Enhancement of the sales promotion techniques.
3. Hiring of more professionals into the department.
4. Introduction of e-commerce.
5. Expansion of the market share and outreach so as to maximise our sales.

## **Identification of the problem**

Choice of this option left some parts of departmental needs at stake but due to the financial constraint we decided to first try out a market research in bid to improve our sales and the gross profits of the company. With improved profits, the company would have the ability to hire more personnel as well as try out the e-commerce idea. Other marketing strategies were also considered and the decision reached by the sales and marketing oversight committee stated that the amount was only enough for this option which is supposed to encompass all the other areas of marketing strategies as part of the main research or a recommendation.

Therefore, the problem that was highly regarded as the main deterrent of the department to achieving its set goals is the market share.

## **Solutions and choice made**

Several solutions to this problem were outlined as below.

1. Carrying out a market research.
2. Using vigorous sales promotion.
3. Using price competition to secure a larger market share.
4. Re-branding our products.

## **Support for the choice**

In support of the solutions, the following factors were outlined.

1. By carrying out a market research, the company will have a precise image of what the consumers take it. This will help improve on the products in terms of price, quality and quantity among other things.
2. A market research also reveals the market share of the products. This will help the company assess the levels of competition as well as aid in determining the best way forward in securing a large market share and maintain the market share.
3. The research will also show the level of competition, type and also give some recommendations on how to deal with competition. Is it price competition advantageous for the company or is non-price competition the solution.
4. Sales promotion on the other hand will enhance the popularity of the company's products. In turn, the market outreach will significantly widen making the sales of the company increase.

5. By making catalogues more available to the consumers, the products will become known to them. This is most likely to boost the market share of the products.

### **Budget, schedule and implementation plan**

The following analysis and possible financial expenditure report was accepted as the mode of funds allocation for all the activities.

activity

Amount allocated.

Market research

\$ 25, 000

### **Sales promotion**

\$ 15, 000

### **The outlined amounts of funds are expected to be used as shown below.**

Market research preparation – \$3, 000. This will involve the allowances of the officers who will be sent out to reach our consumers. Also, it will include the amount to be spent on preparation of questionnaires which will be used to collect data during the research.

Actual market research - \$ 15, 000. This amount is intended for international field study in which the company will send out two officers to the neighbouring countries so as to assess the market share of our products, the consumer satisfaction and the general use of our products.

\$7, 000. This amount will be spent on local market research data analysis and preparation of the necessary reports.

Sales promotion phase one - \$10, 000. This phase will embark on vigorous sales promotion over the internet and other forms of mass media. This part is expected to take about five weeks in total though several activities will be involved.

Phase two of sales promotion. This will take \$5, 000 and is expected to include printing of catalogues and pricelists. These two documents will be given to wholesalers and large scale retailers who will in turn forward them to the final consumers. The catalogues will contain important information about the company and use of some of our products as well as include some side effects if any.

The schedule for the above activities is outlined below as from upon approval of the funds by the senior management committee.

## **Activity**

Time

1. Preparation for the market research

**This will take place during the first three days after approval.**

(One week).

2. Actual market research

Internal market research. (Four days). The team will tour at least four towns and collect data using the methods outlined in the research guide. Target should be wholesalers and also the final consumer. (One week)

3.

International research. (Two weeks.) The two representative will be sent to some neighbouring countries or states. They are to visit large enterprises

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and small enterprises and carry out their research as outlined in their guides. (Two weeks).

#### 4. Data analysis, presentation and report compilation

For the internal research, the researchers are expected to hand in their questionnaires, other forms of data collected and detailed reports of the research by the end of the fourth week. The report should also give some recommendations.

#### 5.

For international research, the researchers are expected to present their data and report to the sales committee one week after the conclusion of the study. Greater emphasis will be put on data more than the report thus the researcher should explain with clarity and precision certain data collected.

On the sales promotion, it is the role of the management to organise for the sales promotion. The work of the sales department is just to organise while the management implements.

### **Benefits of the solution as a whole**

Changing our attention to the benefits of the company in general from the proposal, the main advantage accrued will be increased sales thus optimization of the profits without necessarily having to operate at zero economic profit. This will in turn widen the capital pool of the company thus the company will have enough funds to run its operations without unnecessary borrowing. Still on it, the company will have the ability to hire more trained personnel thus improving on the quality of the products of the company. Among other benefits will be the growth of company name and

image, improved earnings for the company employees and the general expansion of the company.

## **Conclusion**

In conclusion, the success of this solution will result in further elevation of the company image and status. Therefore, the market research is very important and hence should be considered as of utmost importance to the company. Sales promotion on the other side is a vital tool for enhancing the nourishment and flourish of the company in general thus should not be given a second chance.