

1.1 Title Page

This page is not essential but provides you with an opportunity to include some visual/interesting information about the business.

For example, you may choose to include:

- a photo of the business
- their Mission/Vision Statement, or
- their logo.

It may be that you include the above if you were unable to incorporate any of this information in the body of your Report. This gives you an opportunity to create instant visual appeal and a 'picture' of the business.

Information to include on your Title Page:

- Your SACE Number.
- The name of this subject.
- The assessment task – ie, Report.
- The name of the business.
- *A photo or logo or their Mission/Vision Statement.*
- The word count.

Presentation:

Make this page visually appealing by using colour and making good use of the white space.

However, keep it simple. You do not need to overdo it here as this page adds only a little value to the Report.

1.2 Table of Contents

This page should identify each new section of your Report with a description and relevant page number. Formatting the Table of Contents can be problematic so make sure you allow yourself adequate time to complete this.

Hint: This is one of the first impressions a marker will have of your work, so an appropriately formatted and presented Table of Contents can have a positive impact.

Tips on how to present the Table of Contents:

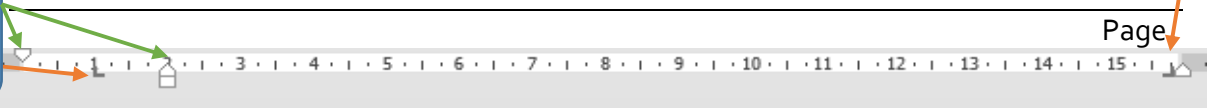
- This appears directly after the Title Page.
- Use double line spacing to separate the various sections of the Report but use single line spacing for the sub-sections within each topic.
- Make it visually attractive by positioning it appropriately on the page (that is, not squashed at the top).
- Page numbers must align on the right hand side.
- Include all the necessary details.
- Use roman numerals for the pages *preceding* the body of the Report.
- Bibliography, List of Appendices and Appendices **do not** have page numbers.
- You **do not** need to number the Table of Contents page.

Below is an extract of a Table of Contents. Use this as a guide to prepare your own:

set right tab

set left indents and tab

Table of Contents



List of Figures i

Executive Summary ii

1 Introduction 1

2 External Factors Affecting Business 1

2.1 Legal Structure 2

2.2 Location 2

2.3 Business Life Cycle 3

2.4 Government Regulations 3

3 Internal Factors Affecting Business 4

3.1 Management Structure 4

3.2 Human Resources Management 5

3.3 Succession Planning 6

4 SWOT Analysis and Recommendations 7

5 Conclusion 8

Bibliography

List of Appendices

Appendices

Use the indent to align sub-headings

1.3 List of Figures

This page should identify each table/diagram/graph with a description and relevant page number. The List of Figures should be formatted the same way as the Table of Contents and should appear on its own page.

Tips on how to present the List of Figures:

- It should be on its own page.
- Each figure must be numbered.
- Provide a brief caption.
- Include the page number where it can be found.
- Use leader dots to guide the reader
- Number this page using the roman numbering system as it is the **first** page **BEFORE** the start of the body of the Report.

Below is an example of how to present the List of Figures (use the guidelines from Table of Contents). Please note this is only an EXTRACT:

List of Figures

	Page
Figure 1 Location of Business	1
Figure 2 Graph of Demographics of Each Location	2
Figure 3 Comparison of Legal Structures	3
Figure 4 Key Competitive Factors	4

i
4

1.4 Executive Summary

This page should provide the reader with a summary of what they will be reading in the body of the Report. It is a 'snapshot' of what is to come so aim for approximately 100-150 words. There is no specific information that has to be included but you will find some suggestions below as to what is generally included in an Executive Summary.

Hint: The Executive Summary is **usually written last** – ie, once you have completed the body of your Report so that you are able to articulate concisely and clearly what it is about.

Tips on how to present the Executive Summary:

- it should be on its own page
- it should be in single line spacing
- start the text at the top of the page
- use a roman numeral at bottom of page to indicate the page number (this is because this page comes **before** the body of the Report and therefore should be numbered differently for differentiation)
- *optional:* use wider left and right margins than used in the body of the Report.

What to include in the Executive Summary:

- a general description of the business, the owners and perhaps a brief history of the business
- a brief outline as to what is in the Report and the purpose of this Report
- a statement about how the information was obtained
- *optional:* an interesting point that will engage the reader's attention.

Below is an example of an Executive Summary to help you get started:

Both primary and secondary research was used to explore the issues within the [name of industry] industry, whilst primarily focusing on [name of business]. This business is co-owned by [name of owners and relationship, if relevant]. This private company has been in operation since [year] and is currently in the [name stage of cycle currently in] phase of its business life cycle. The current trends within the [name of industry] industry, primarily [specify areas of focus in this Report] will also be analysed. Moreover, recommendations will be made as to how [name of business] can continue to be successful within the market.

An alternative is offered below:

This report examines the dynamic nature of small business ownership by focusing on [name of business]. This business has been operating for approximately [number of years] years and is situated on [street name and suburb]. Currently operating as a *sole trader* and still in the *establishment* phase of the business life cycle, there are many challenges to be faced. External factors that affect the business will be discussed and comparisons made with other businesses. Primary and secondary research will be used in support. Recommendations will also be made as to how this small business can effectively manage its weaknesses and maximize opportunities in order to remain sustainable in the long term.