

## **How to Write a Business Report Conclusion**

Whether you've written a business report to inform your staff of impending changes at the workplace or to explain a major decision, the report must be clear and concise and provide enough detail to forestall questions. That's why it's so important to conclude your report with authority.

How you end a business report will leave a lasting impression on the reader and enhance your chance of meeting your goal in writing the report. If your goal is to seek funding or an operating change at work, or if you wish to request something specific, conclude on a positive note that shows your readers you have their needs in mind and can provide a benefit.

### **Summarize the Contents**

The most effective way to communicate a message is to give that message in detail and then summarize or recap the message that you just expressed. One of the key aspects of a business report conclusion is summarizing the information for your reader. Your summary should mirror your opening or executive summary, recapping highlights that lead to a conclusion.

Avoid details, because you've already provided them in your report and can make assumptions the reader will accept. Highlight only the key points that summarize your main pieces of information, which might

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include new, important facts, projections or a justification for the reader. Most importantly, don't introduce any information in the conclusion that wasn't in the actual report because this may confuse your reader.

### **Offer a Brief Action Plan**

After you've summarized the contents, it's important that you provide an action plan or recommendation based on the information in the report. This doesn't have to be super specific, but it should give the reader a general overview of your assessments about the report, and some of the steps necessary to accomplish a task, fix a problem or implement a solution.

For example, if your report concerns the possible acquisition of another company, you could write, "Based on the findings of this report, I recommend that we analyze XYZ's financial statements for the past three years, and if we find them to be acceptable, set up a meeting with the board of directors to present our acquisition plan."

### **Make a Subjective Statement**

If the purpose of your report is to provide more than just a list of facts and figures, tell the reader why the facts you have just presented are important. After you have laid out the specifics in a report on a new competitor, point out how the competitor might affect your sales and suggest ways to deal with the new threat.

### **Show a Benefit**

Let the reader know that there is a payoff in reading your report and following your recommendations. Tell the reader what to do with the information you've presented and why it benefits her. If you are requesting funding for a project or to be sent to a seminar or workshop, tell the reader what she will get out of investing with you or spending company funds to send you on a business trip. For example, while a business seminar might cost the company \$1,000, the specific skills you learn might help you decrease \$50,000 in current spending or increase revenues by \$100,000.

### **Include Supporting Data**

After the written portion of a business report, include an appendix with charts, graphs, a budget, photos and other support documents that help strengthen your case. Providing this information in the body of your report might make reading the report too laborious or boring. Conclude business reports with objective documents that show you have done your homework and that your facts, conclusions and recommendations are supported by objective research.

Source: <https://smallbusiness.chron.com/write-business-report-conclusion-57523.html>