

# Business English Writing

国际商务英语写作模板——

## 商业报告

黄剑 编著



中国水利水电出版社

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## 内 容 提 要

本书详细介绍了三种最为常见的报告形式：备忘录报告、信件报告和规范形式报告，并对每一种形式的构成要素做出了详尽的说明。读者可以将其作为报告写作时的模板，按照每一要素的具体要求模仿写作，即可以保证报告在形式上的专业性。

本书适合于涉外企业文秘人员；大专院校商务、经贸英语专业学生；大专院校英语专业高年级学生；欲毕业后从事涉外商务工作的在校学生；其他需要商业类写作培训的团体和个人。

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## Preface

## 前 言

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Increasing frequency of international cooperation and rapid development of new technology have produced a growing demand for effective written communication. Compared with oral communication ability, written communication competence is less benefited by more and more favorable language environment. Relying on established format, right language and sound logic, written communication requires more conscious learning under professional instruction.

Business report, as a way of written communication in business operation, is often used to convey information, record history for future reference, and offer recommendations, thus playing a crucial role not only in personal career development but also in effective running of organizations.

Market research shows that few books specialized in business report are available and qualified ones are even fewer. Most writings about business report appear as a chapter of books on general business English writing,

which is far from being informative enough. Limited to space or due to other factors, they are confined to simple description of report format and ignorant of idea generation, leaving a room for improvement.

Informed of this, we have decided to edit the book you are holding now.

To attach form and content with the same importance is the guideline by which we work for this book and therefore is also its most distinctive characteristics.

For form, this book introduces three report formats: memo report, letter report and formally structured report and specifies their every single element. Readers can take them as models. Only by writing according to the specification, can readers produce a business report at least professional in appearance.

For content, the book considers readers in the process of writing, providing readers with primary research method, secondary research method, analysis and interpretation tips, development strategies as well as editing aids etc. in order to facilitate readers in every step as he or she writes. What is more, this book presents nine types of most frequently used report in daily work together with examples. Finally, to help Chinese readers with their English language, the book lists what deserves special

attention for word, sentence and paragraph in report writing.

In addition to content and form, well-designed exercise is another mark of this book. The exercises are usually placed at the end of a chapter and space is reserved for readers to practice immediately what has been learnt. It is designed in this way in order to facilitate and push readers to write while reading for the final purpose of improving their report writing skills.

Last but not least, I want to thank all my colleagues, especially my pretty friend Jiang Xiaoli.

Huang Jian

国际交流的日益频繁和新技术的迅速发展使得越来越多的人感到书面交流能力的重要性。与口语表达能力的形成相比,外界逐渐优化的语言环境对书面表达能力的影响相对较弱。书面表达讲究格式规范悦目、语言准确得体、逻辑清晰严密,更需要在合理的指导下循序渐进地学习。

商务报告作为商务活动中的一种书面交流方式起着传递信息、存档记录、提供建议三大作用能否写出有效的商务报告不仅对个人职业发展意义重大,而且对组织的有效运作亦至关重要。

市场调查研究显示,专门研究商务报告写作的专

著并不多，优秀者更属凤毛麟角。大部分有关商务报告的内容都是以商务英语写作书籍某个章节的形式出现，信息量十分有限。由于篇幅有限或其他因素，流于对报告形式的简单描述，缺乏对报告内容的充分挖掘，指导性和参考性有待提高。

针对这种现状，我们决定编写《商务英语报告写作模板》一书。

报告形式与内容兼顾是本书的编写原则，也是其最大特点。

在形式方面，本书详细介绍了三种最为常见的报告形式：备忘录报告、信件报告和规范形式报告，并对每一种形式的构成要素做出了详尽的说明。读者可以将其作为报告写作时的模板，按照每一要素的具体要求模仿写作，即可以保证报告在形式上的专业性。

在内容方面，本书从以作者为中心的写作过程出发，介绍了商务报告的信息收集方法、分析方法、阐释方法、商务报告中常用的段落展开策略、编辑修订方法等，力图在报告写作的各个环节给予读者最简单实用的指导。除此之外，本书还提供了九种最常见报告的简要介绍和例文，供读者在需要时参考使用。最后，为了帮助读者克服语言上的不足，本书以实例的形式列出了报告写作在选词、造句、成段时的注意事项。

除此之外，练习的丰富也是本书的一个特点。练

习编排在每一章节的最后并预留空间，供读者在学习完章节内容之后及时练习，方便亦是督促读者读写结合，最终达到提高商务英语报告写作水平之目的。

最后，在本书付梓之际，谨向帮助我成书的同行，特别是我的朋友姜晓丽表示衷心的感谢。

黄 剑

2009年4月



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## Chapter 1

# Orientation to Business Report

## 商务报告简介

### 内容导读

本章的目的是帮您熟悉商务报告的基本概念。通过本章的学习，您将了解以下内容：

- 商务报告的功能。
- 商务报告的目标读者。
- 商务报告的含义。

### 1.1 When do You Write a Report?

When do you write a report? Or, on what occasion do you need to write a report?

The probable answers could be:

**Answer 1:** I write a report when I need to report to my management about my work progress.

**Answer 2:** I write a report when I want to urge my boss to accept my suggestion for a new factory site.

**Answer 3:** I write a report when I show my boss my proposal for a technical renovation in tyre

replacement.

**Answer 4:** I write a report when I need inform my subordinate of the expansion plan in the near future.

See! Written reports can do a lot of things for you no matter whether you are a top executive in a large company or a repairman in an auto-shop. In fact, few fields exist in which the need to prepare a report, whether written or oral, is not required. Corporate managers, stockbrokers, doctors, bankers, engineers, scientists, government and military leaders, educators, and international secret agents, all use reports to transmit or receive information. Even the local auto mechanic may be obliged to prepare a written diagnostic report before repairing a customer's car.

In some instances, reports are prepared on a regular basis, as in the case of salespeople who must produce daily or weekly sales and field trip reports, accountants who compile yearly audit reports, and large corporations that issue annual reports to their stockholders.

Sometimes reports are prepared on an as-needed basis or when they can prove crucial to the decision-making process within an organization. For example, a senior executive may require extensive background information before expanding plant operations in a particular area. Or

perhaps a national sales manager is considering opening new markets for company products. Both may decide they need a great many questions answered about the feasibility of these ideas, and they might possibly commission reports on the subjects. Similarly, an investment banker may want accurate data about a specific municipal bond offering before committing large sums of customers' money to it.

## 1.2 What do You Write a Report to Do?

Whether required on regular basis or as needed, all reports serve specific functions by conveying particular information to people who require it. Specifically you write a report to do the following things:

- To provide general information to other staff or colleagues;
- To give information on which decisions can be based;
- To give information to interested parties on specific work done;
- To present result and conclusion of research from which debate may begin and/or on which decision may be made;
- To either provide information or present result of conclusion;
- To analyze facts and other relevant data to provide a basis for a decision;
- To present the results of an experiment or findings of

an investigation;

- To measure the progress or development of a project or task;
- To describe a process or method;
- To provide the history or background of an issue, project, procedure, or task;
- To initiate an investigation;
- To suggest a solution for a new or ongoing problem;
- To recommend changes or measures for improvement of existing systems, materials, or procedures;
- To recommend actions;
- To transit creative ideas;
- To evaluate a proposal or idea;
- To record information for future use.

To sum up, reports usually perform the following four functions:

- Informative;
- Analytical;
- Persuasive;
- Evaluative.

These four functions are often woven well in one business report.

A report can perform one or two of these functions separate from the others or all of them in one business report, depending upon the nature and complexity of the topic and the amount of detail required. For example, a

report concerning the improvement of environment for Olympic Games in Beijing might provide history or background data on existing systems, describe present conditions, analyze problems, suggest solutions, and recommend feasible means of improving the present systems. By contrast, a report on the progress of the construction of a new swimming pool might describe the various tasks accomplished, measure progress in terms of time and activities completed, or discuss existing or unexpected problems that might hinder construction. A report's purpose, therefore, largely determines the contents and format of the report.

Written reports resolve the problem caused by size and distance for large organizations. Besides, a report has following benefits that cannot be possibly brought about by other forms of communication.

### 1.3 For Whom is a Report Written for?

Reports often go upward. You write a report when you are asked to do so. A large number of reports are commissioned by a particular person or group, upper management or a committee. Logically, the primary readers of a commissioned report are those who commissioned it.

Some reports also go laterally. You may write reports for colleagues or peers of the equal rank.

There are a few reports that go downward to your



subordinates, e. g. instructions.

And on some occasions, reports go outward. They may be meant for the general public or for interested parties outside the organization that have commissioned it.

No matter whom you are writing for, keep it in mind that it is written for particular readers. While you are writing, take their needs into consideration because knowledge and understanding of your readers will influence what and how you will write.

#### 1.4 What is a Business Report?

Business report is translated into Chinese as “商务报告” and therefore impresses some readers as being confined to money-making or commerce. As a matter of fact, what business means is more than money-related. And business report is not merely restricted to companies. Business report, as presented in this book, refers to:

An official report written by an individual or a team as demanded by a superior in a company or organization (which could be government bodies, NGO, school or other non-profit originations) or on his/her/its own will as part of “business operation” of that company or organization 1) to transmit information to specific readers, 2) to serve as written records for future reference, or 3) to make recommendations.