

# HOW TO WRITE A BUSINESS REPORT

**BIG**  
CHALLENGE

**WRITING A GOOD BUSINESS REPORT IS THE ONLY WAY TO GET YOUR TEAM INTO THE FINAL STAGES OF THE BIG CHALLENGE.**

It is important that you tell the judges exactly what you have done in as much detail as possible, because this is the only information they have to judge you on.

## **YOU SHOULD INCLUDE:**

- Your business name, the names of your team members and the jobs that each member was responsible for.
- Exactly what your business did: What you made or sold, what services you provided and why you chose the type of business that you did.
- Who your customers were and whether you chose to sell to a particular group of customers at the start (e.g. school pupils, parents, the local community etc)
- How you told people about your business: Whether you used posters or flyers, used the internet or advertised in another way.
- Details of the finances: How much money you spent on the items you needed to run your business (e.g. materials, stall hire at markets, travel etc). How much money you made from selling your products or services and then how much profit you made. (ie what you had left at the end). You will need to explain how you used the £25 start-up money and what you plan to do with any profit that the business makes.

**REMEMBER** The BiG Challenge is all about learning how to run a business. You will be judged on the team's reflections on what were the most successful things you did and what you might do differently if you were going to do it again. You will also need to explain what future plans you have for the business, for example, whether you will continue with the same business next year, or perhaps change the business because of what you have learned.



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Three things to remember for a winning business report...

## STEP ONE

Write down details of what you do in your business from the start.

## STEP TWO

Keep a spreadsheet of all the money coming in and going out of your business.

## STEP THREE

Follow the report format provided on the BiG Challenge website, or if you use your own, include the same section headings.

## BIG TIP

It is a good idea to make notes on your business from the very beginning as this will help you when you write up your final report by making sure you don't forget to write down any thing important.

This will also help you to be ready for any 'Interim Awards' that you might want to enter throughout