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COMPANY PROGRAMME



REPORT GUIDELINES

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YOUR GUIDE TO WRITING A REPORT FOR THE COMPANY PROGRAMME

If you have never written a business report before it can be a daunting task. To help you prepare, we have written this simple guide for the competition.

The report is the most important aspect of the competition. This is the first time the judges will learn about your business and it counts for 25% of your overall score.

Remember that the judges will be reading more than twenty reports; make yours stand out for the right reasons.

Please check the website for the closing date for your report www.jaiom.im/company-programme

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BASIC RULES FOR YOUR TEAM TO FOLLOW

- Your report should be between 6 to 10 pages (maximum is 10)
- **Please do not send your report using Google Docs**
- Paper size is A4
- The format must be Word or PDF (not Pages)
- The minimum font size is 12pt and we would recommend using Arial
- Your report must be all one document with no separate pages
- Your team will be sent a link to upload your report

WHAT YOU NEED TO INCLUDE IN YOUR REPORT

- ✓ Front Cover
- ✓ Index
- ✓ Your Company
- ✓ Your Product / Service
- ✓ Operations
- ✓ Sales & Marketing
- ✓ Finance
- ✓ Summary

Over the next few pages we will share our tips on how to write each section.

CLOSING DATE TO SUBMIT YOUR REPORT IS 14TH FEBRUARY

TOP TIPS FOR WRITING A WINNING REPORT

Engage from the start: Your report should grab the reader's attention immediately and keep them excited about your business. Aim to make it so engaging that they won't want to stop reading until the very end.

Assume no prior knowledge: The person reading your report knows absolutely nothing about your business. Explain everything clearly, and remember the saying: *KISS - Keep It Simple, Stupid*.



Tell a story: Structure your report like a story with a clear beginning, middle and end. Make sure it flows logically, guiding the leader through your journey.

Start early: Begin drafting your report as soon as possible. Leaving it until the last minute can lead to rushed work and missed opportunities to impress.

Use plain English: Avoid unnecessary jargon or overly complex words. Your goal is to communicate, not to impress with vocabulary. Remember, this is a report, not an essay.

Proof read: Ask your mentor or teacher to check your report for grammar and spelling mistakes. Once submitted, your report cannot be changed, so it's crucial that it's error free.

Be honest and authentic: Don't exaggerate or include information that you can't back up. The judges are experienced and will spot inconsistencies. Let your true personalities shine through and be honest about both your successes and your challenges.

Prioritise readability: Don't make your report hard to read. Ensure that your layout is clean and easy to follow.

Plan before you write: Type up all your notes first, then organise your thoughts and decide how to best lay out your report. You can find examples on our website at www.jaiom.im/company-programme/competition.

Use visuals wisely: A picture speaks a thousand words. Incorporate images to enhance your story and make your report visually appealing, but ensure they are relevant and support your narrative.

YOUR FRONT PAGE

You should create a cover page for the front of your report. This should include:

- The name of your business
- The year
- The name of your mentor
- The name of your school



YOUR COMPANY

- 1 Introduce your company:** This page should focus on introducing your student company. Save the details about your product or service for later sections.
- 2 Share your story:** Describe how your team came together. Explain what brought you all together and what motivated you to start this venture.
- 3 Showcase your team:** Use photographs to introduce each team member. Alongside their photo, include their name and role within the company.
- 4 Explain your business name:** Let the judges know the story behind your company's name. What inspired it? How did you decide on it?
- 5 Discuss challenges:** Be honest about any challenges you've faced as a team. More importantly, explain how you overcame them. This shows resilience and problem-solving skills, which are crucial for success.

YOUR PRODUCT OR SERVICE

Be clear and concise: Ensure that the reader fully understands what your product or service is. Provide a clear and straightforward explanation.

Identify customer needs: Explain how your product or service fulfils specific customer needs. Include evidence, such as market research or customer feedback, to prove that there is a demand for what you're offering.

Name your product / service: Make sure to include the name of your product or service early in this section.

Describe thoroughly: Give a detailed description of your product or service. Remember, the judges are hearing about it for the first time, so make sure they have a complete understanding of what you are trying to sell.

Highlight features and benefits: List all the key features of your product or service and explain the benefits these features provide to customers.

Use visuals: Include photographs of your product or service. Visuals can help the judges better understand what you are offering.



Show your research: This page should also include any research you've conducted. Demonstrate how your findings have shaped the development of your product or service.

Address competitors: Provide details of your competitor research. Show that you understand your target market and explain how your product or service stands out from the competitors.

OPERATIONS

Use headings to organise: Begin each page with a clear heading to help the reader navigate through different sections of your report.

Explain your process: Use this section to describe how your product or service is made or sourced. If you manufacture your own product, outline the production process.

Discuss supply chain challenges: Detail any challenges you've faced in bringing your product or service to market. Explain the steps you've taken or plan to take to overcome these obstacles.

Include visuals: Show pictures of your product or service in this section to give the judges a better understanding of your operations.

Provide a cost breakdown: Include a table that breaks down the costs associated with your product or service. This should include:

- Purchase price (if applicable)
- Shipping and packaging costs
- The price at which you plan to sell the product
- Your profit margin

This will give the judges a clear view of your financial planning and profitability.

SALES & MARKETING

SALES

Sales strategy: Use this section to explain how you plan to sell and distribute your product or service. Provide details on your sales channels and any distribution methods you'll use.

Social media presence: Include links to your social media pages and screenshots of your profiles. This shows the judges how you are using social media to reach your audience.

Identify your target market: Clearly define who your target market is. Explain why this group is your focus and how your product or service meets their needs.

Promotional strategies: Describe any additional methods you'll use to promote your product or service. This could include competitions, endorsements, partnerships or other creative marketing tactics.

MARKETING

Brand awareness: Explain your strategy for increasing brand awareness. Discuss the tactics and channels you'll use to get your brand noticed by your target audience.

Logo and strap line: Include details about your logo and strap line. Explain how they represent your brand and how they will help in your marketing efforts.

Packaging: Show pictures of your product packaging. Describe how your packaging supports your brand image and appeals to your target market.



FINANCE

Cost breakdown and profit margin: Provide a detailed breakdown of your costs, including materials, production, shipping and packaging. Clearly show your profit margin, helping the judges understand how you plan to generate revenue.

Sales forecast: Include a sales forecast that outlines your expected sales over a certain period. This should reflect your goals and any market research you've conducted.

Fundraising efforts: If you haven't sold anything yet, inform the judges about the funds you have raised so far and how you have achieved this. Include photographs and details of any fundraising activities or events.

Profit and loss statement: If you've already made sales, use the spreadsheet provided at the 'Business Kickstart' day to produce a profit and loss statement. This document will give a clear picture of your financial performance to date. Your mentor can assist you with this, or you can reach out to lisa.morris@jaiom.im for further help in putting the information together.

You can find the spreadsheet here:

www.jaiom.im/company-programme/finance



Or scan here.



SUMMARY PAGE

Treat this page as though it is the end of the story. Let the judges know about your journey so far, in particular, reflect on all the things you have learnt from taking part in the programme and what you would do differently next time.

You can also use this page to talk about your plans for the future.

This is also a great opportunity to acknowledge or thank anyone who has helped your team.

PAST EXAMPLES

You can find examples of previous reports by visiting:
www.jaiom.im/company-programme/competition/report-writing



Or scan here.

CONTACT US

