

PRESENTATION OF BUSINESS INFO.

2

PAPER

2

TOPIC

Outline/Explain the importance of presenting business information.

- Business information provides management with information/data regarding important markets.
- Enables businesses to identify opportunities and threats in the market.
- Allows management to develop new strategies in order to overcome competition in the market.
- Enables businesses to share their financial performance with internal and external stakeholders.
- Attracts and retains investors and improves the image of the business.
- Employees are informed about the business operations and the required performance.
- Increases sales and profitability.

Differentiate/Distinguish between verbal and non-verbal presentation and give examples of each.

Verbal presentation	Non-verbal presentation
A verbal presentation refers to the use of speech by the presenter to convey a message to stakeholders.	A non-verbal presentation refers to the use of written words to convey a message to stakeholders.
<ul style="list-style-type: none">• Examples:<ul style="list-style-type: none">» Oral presentation» Recorded presentation» Question and answer session	<ul style="list-style-type: none">Examples:<ul style="list-style-type: none">» Business reports» Questionnaires» Financial Reports» Brochures» Handouts

Outline/State/Explain/Discuss types of visual aids e.g.tables/graphs/diagrams/posters/handouts etc.

Table

- A table is a set of facts and figures arranged in columns and rows.
- The information in a table is used to compare or **contrast** data.

Bar graph

- A bar graph is a diagram showing how two or more sets of data are related.
- They are useful when one wants to compare data over a period of time.

Line graph

- A line graph is a diagram, usually a line or curve, that shows how two or more sets of numbers or measurements are related.
- It gives an indication of how trends have changed over some time.

Pie chart

- A pie chart is a circle divided into segments, which are represented with percentages.
- It is used to graphically illustrate sets of data in proportion to each other.

Flow chart/Diagram

- A flow chart is a symbolic representation of information using visualisation techniques.
- It is used to illustrate processes/relationships.

Poster

- Posters are often a large sheet of paper/cardboard used to promote certain products or events.
- They are usually pasted on public street poles/walls.

Handouts

- Handouts are copies of a presentation where the content of multiple slides is displayed on a single/multiple pages.

Transparency

- A transparency is a thin sheet of transparent flexible material.
- They are plastic sheets that a presenter can use to write the information on.

Identify the above-mentioned visual aids from given scenarios/case studies/statements.

Explain/Discuss how the presenter must prepare the following visual aids:

○ Slides

- Summarise the text that will be included in the slide.
- Keep the information on the slide short and simple.
- Refrain from using full sentences, include only key concepts.
- Choose a font and size that will be easy to read.

○ Posters

- Include a few words on the poster.
- Use a font that is big and bold.
- Include graphics that are large and visible from a distance.
- Use contrasting colours on the poster.

○ Handouts

- The handouts must complement the presentation using summarised notes.
- Prepare a cover page with the title and details of the presenter.
- Limit the content of the handout to 2 – 4 pages.
- Ensure that sufficient copies of the handouts are printed for distribution.

Discuss/Explain/Recommend factors that the presenter must consider when preparing a presentation

- Be clear about the purpose of the presentation.
- Ensure that the main aim of the presentation is captured in your opening statement.
- Include simple language in your presentation.
- Include visual aids that will enhance your presentation

Explain the reasons why business presentations must be in a written format.

- The content of a written business presentation is adaptable and could easily be amended.
- New/recent information could easily be added to the presentation.
- Written presentations make it easier for the presenter to interact with the audience/stakeholders.
- Stakeholders/audience can also interact with the business presentation after the presentation.

Outline/State/Explain types of written information, e.g. business reports, business plans, information, analyses etc.

Business reports

- A formal written report issued to business stakeholders consisting of a detailed overview of the status of the organisation.
- Business reports are intended to give stakeholders information about the company's activities and financial reports.

Business plans

- A business plan is a formal written document containing the goals of a business, the methods for attaining those goals, and the timeframe for the achievement of the goals.
- Business plans may be internally or externally focused.
- Externally-focused plans draft goals that are important to outside stakeholders.
- Internally-focused business plans target intermediate goals required to reach the external goals.

Informational reports

- Informational reports provide stakeholders with data/information relating to certain events, and does not include any additional inputs.
- The focus of the report is to provide stakeholders with feedback on certain activities/matters.

Research reports

- Research reports are documents that outline the processes, data, and findings of a **systematic** investigation.
- It serves as a first-hand account of the research process and is considered an objective and accurate source of information.

Analytical reports

- Analytical reports help management to evaluate business decisions based on data/information collected.
- The reports also provide management with recommendations based on the data/information.

Outline/State/Explain/Recommend steps in report writing.

1. Decide on terms of reference

- Setting the terms of reference helps both the writer and their readers to understand why the report is important and what it hopes to accomplish.
- Setting concrete terms early on will help you create the report's outline and keep your discussions on track throughout the writing process.

2. Conduct research

- Most reports will require the collection of data that directly relates to the topic.
- Interpreting data and formatting it in a way that the readers will understand is an important part of writing a report.

3. Write an outline

- The next step is to construct your report's outline.
- The most important thing to do when writing the outline is to include all the necessary sections and eliminate anything that does not directly contribute to the report's purpose.

4. Write the first draft

- Writing the first draft is one of the most important stages of constructing a successful report.
- The purpose of the first draft is to get all the main elements of the information onto the page.

5. Analyse data and record findings

- The focus of every report is the findings section/presentation of the interpretation of the data.
- The findings section of the report should always provide valuable information related to the topic/issue that is being addressed, even if the results are less than ideal.

6. Recommend a course of action

- The final section of the report's body is the recommendation/s.
- After examining the data and analysing any outcomes, the report must present an idea as to what actions should be taken in response to the findings.

7. Edit and distribute

- The final stage of writing a report is editing it thoroughly and distributing it to the stakeholders/audience.
- Edit for grammar mistakes, spelling errors, and typos.

Critically analyse a business report and recommend areas for improvement.

- Ensure that the business report includes the most recent data and information.
- Ensure that the outline of the business report includes all the sections of the business report. Determine whether the first draft correctly organised the data and analysis for the rough draft of the business report.
- Infuse feedback from the audience/stakeholders in the next business report.

Outline/State/Explain factors that must be considered when composing a flyer.

- Decide on the main theme of the flyer.
- The flyer should consist of both graphics and words.
- Limit the number of words on the flyer.
- Use colour and large fonts for the most important information.

Explain how to respond to questions about work and presentations/handle feedback after a presentation in a non-aggressive and professional manner.

- Listen to each question carefully and ensure that you interpret the question correctly.
- When answering a question, it is important to address the question and not the person asking the question.
- Be prepared to acknowledge good questions by emphasising the value of the question to the presentation
- Don't attempt to answer questions that you do not know the answer to and acknowledge this to your audience.