



REPORTING & NECESSITY

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WHAT IS A REPORT ?

- A REPORT IS A DOCUMENT THAT PRESENTS INFORMATION IN AN ORGANIZED FORMAT FOR A SPECIFIC PURPOSE. IT IS A WRITTEN OR SPOKEN DESCRIPTION OF WHAT HAVE YOU SEEN , HEARD OR DONE.

TYPES OF REPORTING

- MARKET REPORTING
- PRODUCT REPORTING
- TEAM REPORTING
- PERSONAL REPORTING
- TRADE REPORTING

WHY IS REPORTING NECESSITY ?

- Report will provide important detail that can be used to help develop future prospects, Marketing plans, guide budget planning and improve decision making.

CONCLUSION : -

- MANAGEMENT REPORTS GIVES MANAGERS AND THEIR TEAMS DATA- DRIVEN INDICATION OF PROGRESS AND SUCCESS . THEY INDICATE WHERE THINGS NEED TO CHANGE AND PROVIDE INSIGHT INTO HOW ACTIVITIES CONTRIBUTE TO STRATEGIC GOALS.



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THANK You