

**Sample Assignment Reports of
Business Communication course in
Young Leadership Programme (YLP)**

Sample 1: A Persuasive Memo

Sample 2: Press Release

Sample 3: Summary Writing

A PERSUASIVE MEMO

Business Communication Assignment – Rocky Mountain
Mutual

To : Zachary Evans, Vice President of Operations
From : Joseph Mirola, Claims Manager
Date : 23rd January '19

Subject : Regular Exercise is a part of your job !

Thank you for this opportunity to illustrate how a fitness centre at our workplace is beneficial for the overall growth of the organization. As per our conversation, studies indicate that the Fitness Center has led to an overall rise in productivity, reduced employee absenteeism and lower employee medical costs.

To substantiate my argument I would like to bring to your notice certain propositions that have proven my stance. Employees who have taken advantage of the Fitness Center have missed half the amount of work days in comparison to the ones who haven't used the Fitness Center. And this would inevitably call for meeting organizational goals in a timely manner.

In addition to this I have observed that the medical costs incurred by each employee has reduced based on the frequency of the Fitness Centre usage. Did you know that those who frequently attend the Fitness Center have almost upto 4 times lower medical costs than those who do and take lesser sick days? Employees who do not use the fitness center at all (65% of employees) have an average medical cost of \$500 per year. On the flip side, employees who use the Fitness Center more than 3 times a week which is 10% of all employees have an average medical cost of \$100 per year. and employees who use the Fitness Center once or twice a week (25% of employees) have an average medical cost of \$300 per year. If we were to look at the total medical cost sustained by all employees in our organization if they didn't use the Fitness Center then it would be around 125,385\$.

Moreover due to the scarcity of Fitness Centres in our location and due to the growing popularity of being fit nowadays, this Center would attract fitness buffs of all ages and call for the ability to recruit and retain workers.

In addition to this as per studies, exercise increases production of critical brain cells to make you sharper by secreting by creating a boost of endorphins. Regular exercise often makes you fit, which typically improves self-confidence and improves one's sleep pattern leading to reduced stress levels and creates a conducive work environment.

Exercise isn't all about physical benefits and over the past decades, scientists have gathered evidence suggesting that there is an immediate benefit of regular exercise: its *impact on the way we think giving us a competitive edge*.

Hope to work together, climb up this rocky mountain to attain mutual benefit !

P.S. We are organizing a complimentary session for beginners at the Fitness Center next Monday, you are more than welcome to join us, Mr. Evans.

Regards,
Joe

Commented [ZW1]: The subject must reflect the problem or the main message. This subject line and its tonality is not managerially appropriate.

Commented [ZW2]: First person narrative- makes a business writing piece unprofessional.

Commented [ZW3]: Support your statements with evidence!

Commented [ZW4]: Use tables to represent the data.

Commented [ZW5]: State concrete and specific evidences.

Commented [ZW6]: Not required. This paragraph averts from the topic at hand.

Commented [ZW7]: Call for Action: appropriate!

PRESS RELEASE

Motherson Sumi Systems Limited (MSSL) is the flagship company of the Samvardhana Motherson Group and was established in 1986. It is a joint venture between Samvardhana Motherson Group and Sumitomo Wiring Systems (Japan). MSSL is a focused, dynamic and progressive company providing customers with innovative and value-added products, services and solutions.

MSSL is growing strongly on operating income and net sales compared to previous quarters, MSSL is looking to reduce the expenses and creating value for the investor money. MSSL expected to grow 5% and positive returns for the investors and automobile sector. With added advantages of investment and introduction of the new assets to the system will lead to further growth and innovation of the company.

(₹ in Crs.)

Particulars	Sep 18	Jun 18	Mar 18	Dec 17	Sep 17
Net Sales/Income from operations	14853.55	14562.98	15281.58	14271.45	13338.21
Other Operating Income	251.42	212.48	126.25	126.40	93.09
Total Income from Operations	15104.97	14775.46	15407.83	14397.85	13431.30
EXPENDITURE					
Consumption of Raw Materials	8698.67	8680.06	9184.01	8875.26	8057.16
Purchase of Traded Goods	127.65	21.52	112.72	67.14	137.10
Increase/Decrease in Stocks	-80.55	-192.52	41.28	-92.26	-57.65
Employees Cost	3277.45	3230.32	3016.48	2811.65	2658.51
Depreciation	487.94	447.05	406.85	393.71	397.83
Other Expenses	1781.65	1623.98	1553.25	1476.61	1385.44
Total Expenses	14292.81	13810.41	14314.59	13532.11	12578.39
P/L Before Other Inc. , Int., Excpt. Items & Tax	812.16	965.05	1093.24	865.74	852.91
Other Income	46.32	44.68	61.53	15.09	15.58
P/L Before Interest, Excpt. Items & Tax	858.48	1009.73	1154.77	880.83	868.49
Interest	131.54	100.46	112.99	103.15	77.11
P/L Before Exceptional Items & Tax	726.94	909.27	1041.78	777.68	791.38

Particulars	Sep 18	Jun 18	Mar 18	Dec 17	Sep 17
Exceptional Items	0.00	0.00	-20.66	-2.08	-4.83
P/L Before Tax	726.94	909.27	1021.12	775.60	786.55
Tax	257.68	327.27	287.70	251.61	233.58
P/L After Tax from Ordinary Activities	469.26	582.00	733.42	523.99	552.97
Net Profit/Loss For the Period	469.26	582.00	733.42	523.99	552.97
Minority Interest	-124.41	-175.28	-239.14	-197.22	-157.25
Share Of P/L Of Associates	26.22	36.35	24.08	37.72	40.48
Net P/L After Minority Interest & Share Of Associates	371.07	443.07	518.36	364.49	436.20
Equity Share Capital	210.53	210.53	210.53	210.53	210.53
EPS Before Extra Ordinary *					
Basic EPS (Rs.)	1.18	2.10	2.46	1.73	2.07
Diluted EPS (Rs.)	1.18	2.10	2.46	1.73	2.07
EPS After Extra Ordinary *					
Basic EPS (Rs.)	1.18	2.10	2.46	1.73	2.07
Diluted EPS (Rs.)	1.18	2.10	2.46	1.73	2.07
PBITOE Margin (%)	5.37	6.53	7.09	6.01	6.35
PBTE Margin (%)	4.81	6.15	6.76	5.40	5.89
PBT Margin (%)	4.81	6.15	6.62	5.38	5.85
PAT Margin (%)	3.10	3.93	4.76	3.63	4.11
PAT After MI And SOA Margin (%)	2.45	2.99	3.36	2.53	3.24

Comments:

1. Interpretation of the given figures is missing.
2. The purpose of this business writing piece must be explained.
3. The target audience of this press release is not defined.
4. Usage of graphs or charts can make this piece more managerially appropriate.

SUMMARY WRITING
Game Theory in Indian e-commerce
Shrija Agrawal

6th January, 2019

Global e-commerce is a winner-takes-all in a market where discount matters most. Current players, Flipkart and Snapdeal are raising huge sums of money from Investors citing attractive returns and Investors prime focus is to recover the same.

Amazon's entry has changed the game immensely and it aims to win the Indian market. It's investment announcement of \$5 billion in its Indian arm is caution wave it is passing to the rivals. Hence, potential investor Wal-Mart has shown interest in Flipkart, which gives Flipkart an opportunity to fight till it wins. This game theory is about: how one makes the moves in competitive situations where the outcome depends critically on your competitor's moves. Walmart is quite familiar with these ideas as it positions itself as a 'low-cost' player but it also wants to make profit. So, how can Walmart prevent competitors from pushing the prices down too far? It does that with its benign-looking "Price Matching Policy", which states that Walmart will match the price of any online retailer. At some point, if Amazon believes that the price of a scorched earth battle is too high, it might sue for peace and move to merge with Flipkart. If that happens, both parties will win.

E-commerce battle shapes up the interim, consumers will make the best of the big sales. These sales will last only as long as the money does. Or, as retailers like to say, "only till stocks last".

Commented [ZW1]: The source material of the summary must be mentioned.

Commented [ZW2]: The Thesis statement of the summary is missing.

Commented [ZW3]: The context of the summary must be explained in the introduction.

Commented [ZW4]: Sentence construction is incorrect.

Commented [ZW5]: In what? Be specific.

Commented [ZW6]: Quotes from the source cannot be used directly.

Commented [ZW7]: Use another word to make the business writing piece professional.

Commented [ZW8]: Not clear. Cite the sentence appropriately.

Commented [ZW9]: The concluding paragraph is ambiguous and fails to make the summary clear.