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| **Difference between an introduction and an executive summary** |

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| **SAMPLE 1: Introduction**  This report looks into the online retailer Z, an organisation that…... This report outlines the market position of Z in terms of its competitors, their aims and objectives, financial performance, strategic direction, methods adopted and their competitive advantage and strategies. Successes and challenges in each of these areas are analysed and recommendations made for future growth.  **SAMPLE 2: Executive summary**  Org. X are the 5th largest building company in the UK. Through their vision, aim, objectives and integrated CSR strategy they have developed a business model focussed on sustainable construction and the creation of new communities and life-supporting environments. Because of environmental instability in the UK since the financial crisis of 2008, house-builders have had a particularly difficult time. The economic climate does however appear to be improving and X are now recovering from the economic downturn to end in a strong financial position in 2011. Although not back to 2007 levels, percentage sales and profit figures over the past 2 years have increased with current figures up by 15% and 51% respectively placing X in a stronger position than many of their competitors. X continue to exploit their core competences in the face of tough competition to maintain their competitive advantage. They have pursued a differentiation strategy which has been successful because of their innovative design, use of technology and reputation for quality. While some of their competitors are now withdrawing from International markets, X have successfully concentrated their strategic directions of development through market penetration and product development within the UK market. They have focussed on their internal strengths and their organic method of growth has enabled them to “weather the storm” of recent years more successfully than many others. As to the future, X should continue to pursue their strategy aimed at increasing volumes, raising average selling prices and lifting operating margins. | **States main sections in the report – it prepares the reader for what s/he is about to read**  **It is written after the report has been concluded and provides a summary of each section of the report: aim, key findings, conclusions and recommendations. It is usually no longer than one side of A4.** |