**RESEARCH REPORT**

Following are the main steps for a research report. A report shall be considered incomplete if these steps are not discussed in detail. Additional steps can be included according the nature of the research report nature.

1. **Title Page**
2. **Table Of Contents**

* EXECUTIVE SUMMARY ---------------------------------------------------------------------------- 01
* INDUSRTY OVERVIEW ----------------------------------------------------------------------------- 02
* VISION MISSION ------------------------------------------------------------------------------------ 03
* COMPANY PROFILE -------------------------------------------------------------------------------- 04
* **EXECUTIVE SUMMARY**

This document serves as a guideline for the staff members to exert their efforts in more productive way for the sustainable growth and this plan emphasizes upon the marketing/operations/financial strategies of the company.

* **VISION**

Provide in the aspiration/vision of the company for example, To be the leading financial services provider ,partnering with our customers for a more prosperous and secure future.

* **MISSION**

Define the mission and the purpose of your effort here. Show how your committed team of professionals can provide innovative and efficient solutions to create and nurture long-term relationships. Impress upon the shareholders the strength of your team.

1. **Detail Report Relating Research Objects:**

Provide a detailed analysis of the research work that is done.

1. **SWOT ANALYSIS**

Negative

Positive

W

EAKNESSES

S

TRENGTHS

* **Lack of Competitive Strength**
* **MIS Issues**
* **IT Infrastructure**
* **Morale Commitment**
* **Organization Culture**
* **Lack of Innovation**
* **R& D**
* **Capabilities**
* **Good HR**
* **Knowledge**
* **Experience**
* **Market Depth**
* **Brand Name**
* **Demographics**
* **Positioning**
* **Quality of Services**
* **Cultural Adjustment**
* **Political Effects**
* **Environmental Effects**
* **IT Development**
* **Market Demand**
* **Loss of key Staff**
* **Market Development**
* **Technology Development**
* **Product Innovation**
* **New Markets**
* **Business & Products Development**
* **Information & Research**

T

HREATS

PPORTUNITIES

O

PPORTUNITIES

O

* **Market Development**
* **Technology Development**
* **Product Innovation**
* **New Markets**
* **Business & product Development**
* **Information & Research**

1. **CONCLUSION:**

Result of research work.

1. **REFERNCE OF RESEARCH STUDY**

Provides references from where you collected the data for preparing this report. (A good report has a strong reference links.)