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**INTRODUCTION**

This weekly business report covers the week of [SPECIFY THE PERIOD].

The report covers weekly updates on the following:

I. Customer Services

II. Product Delivery

III. Marketing and Communication

IV. Financial Reports

The purpose of this weekly business report is to share updates with stakeholders.

[INSERT OTHER PURPOSE]

The scope and limitation of this report include: [SPECIFY THE SCOPE AND LIMITATION].

During the preparation of this report, the source documents that were used are [INSERT LIST OF DOCUMENTS AND SOURCES].

**CUSTOMER SERVICES**

Customers per Day per Service

[INDICATE THE SERVICE THAT THE COMPANY IS OFFERING]

**Sunday**

As provided below, there has been an (increase or decrease) of the number of customers as compared to [SPECIFY THE DATE].

|  |  |  |  |
| --- | --- | --- | --- |
| **SERVICE** | **[CURRENT DATA]** | **[OLD DATA]** | **DIFFERENCE** |
| [SPECIFY SERVICE] | 00 Customers | 00 Customers | 00% |

**Monday**

As provided below, there has been an (increase or decrease) of the number of customers as compared to [SPECIFY THE DATE]

|  |  |  |  |
| --- | --- | --- | --- |
| **SERVICE** | **[CURRENT DATA]** | **[OLD DATA]** | **DIFFERENCE** |
| [SPECIFY SERVICE] | 00 Customers | 00 Customers | 00% |

**Tuesday**

As provided below, there has been an (increase or decrease) of the number of customers as compared to [SPECIFY THE DATE]

|  |  |  |  |
| --- | --- | --- | --- |
| **SERVICE** | **[CURRENT DATA]** | **[OLD DATA]** | **DIFFERENCE** |
| [SPECIFY SERVICE] | 00 Customers | 00 Customers | 00% |

**Wednesday**

As provided below, there has been an (increase or decrease) of the number of customers as compared to [SPECIFY THE DATE]

|  |  |  |  |
| --- | --- | --- | --- |
| **SERVICE** | **[CURRENT DATA]** | **[OLD DATA]** | **DIFFERENCE** |
| [SPECIFY SERVICE] | 00 Customers | 00 Customers | 00% |

**Thursday**

As provided below, there has been an (increase or decrease) of the number of customers as compared to [SPECIFY THE DATE]

|  |  |  |  |
| --- | --- | --- | --- |
| **SERVICE** | **[CURRENT DATA]** | **[OLD DATA]** | **DIFFERENCE** |
| [SPECIFY SERVICE] | 00 Customers | 00 Customers | 00% |

**Friday**

As provided below, there has been an (increase or decrease) of the number of customers as compared to [SPECIFY THE DATE]

|  |  |  |  |
| --- | --- | --- | --- |
| **SERVICE** | **[CURRENT DATA]** | **[OLD DATA]** | **DIFFERENCE** |
| [SPECIFY SERVICE] | 00 Customers | 00 Customers | 00% |

**Saturday**

As provided below, there has been an (increase or decrease) of the number of customers as compared to [SPECIFY THE DATE]

|  |  |  |  |
| --- | --- | --- | --- |
| **SERVICE** | **[CURRENT DATA]** | **[OLD DATA]** | **DIFFERENCE** |
| [SPECIFY SERVICE] | 00 Customers | 00 Customers | 00% |

The difference in the number of customers vary for the following reasons:

[SPECIFY REASONS]

The day with the lowest number of customers was on [SPECIFY THE DAY]

The day with the highest number of customers was on [SPECIFY THE DAY].



As seen above, this week’s number of customers is (higher/lower) than last week’s numbers.

Areas for improvement include the following:

[SPECIFY AREAS FOR IMPROVEMENT]

**PRODUCT DELIVERY [INSERT WEEK COVERAGE]**



There is a difference of [ ] % in the total number of product deliveries compared to last week.

A difference in the demand is caused by: [SPECIFY THE CAUSE]

**MARKETING AND COMMUNICATION**

1. **Advertisements and Commercials**

For this week, the marketing department spent $00.00 for advertisements and commercials. The breakdown for the amount is as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ADVERTISEMENT** | **PLATFORM** | **DATE** | **TIME SLOT** | **COST** |
| [SPECIFY ADVERTISEMENT] | Radio | [SPECIFY DATE] | [SPECIFY TIME SLOT] | $00.00 |
| [SPECIFY ADVERTISEMENT] | Television | [SPECIFY DATE] | [SPECIFY TIME SLOT] | $00.00 |
| [SPECIFY ADVERTISEMENT] | Newspaper | [SPECIFY DATE] | Not Applicable | $00.00 |
| TOTAL | $00.00 |

1. **Free Sampling**

There have been free sampling of the products in the following locations:

|  |  |  |  |
| --- | --- | --- | --- |
| **DATE** | **LOCATION** | **PRODUCT** | **COST** |
| Sunday | [SPECIFY LOCATION] | [SPECIFY PRODUCT] | $00.00 |
| Monday | [SPECIFY LOCATION] | [SPECIFY PRODUCT] | $00.00 |
| Tuesday | [SPECIFY LOCATION] | [SPECIFY PRODUCT] | $00.00 |
| Wednesday | [SPECIFY LOCATION] | [SPECIFY PRODUCT] | $00.00 |
| Thursday | [SPECIFY LOCATION] | [SPECIFY PRODUCT] | $00.00 |
| Friday | [SPECIFY LOCATION] | [SPECIFY PRODUCT] | $00.00 |
| Saturday | [SPECIFY LOCATION] | [SPECIFY PRODUCT] | $00.00 |
| TOTAL | $00.00 |

1. **Brochures**

This covers the breakdown of brochure expenses:

|  |  |  |  |
| --- | --- | --- | --- |
| **EXPENSES** | **COST** | **QUANTITY** | **TOTAL AMOUNT** |
| [SPECIFY EXPENSE] | $00.00 | 00 | $00.00 |
| TOTAL | $00.00 |

1. **Social Media Interaction**

The company opted to contract administrative assistants to post products and services on various social media websites and assist with customer concerns.

* 1. Facebook

During the week, there were varying numbers of product likes and shares.



* 1. Instagram

There was an increase in the number of followers from the time the company Instagram account was created.



1. **Survey**

A general survey on the use of company products and services was conducted.

|  |  |  |  |
| --- | --- | --- | --- |
| **DATE** | **SURVEY LOCATION** | **PRODUCT** | **NUMBER OF RESPONDENTS** |
|  |  |  | **TOTAL RESPONDENTS** | **USING THE PRODUCT** | **NOT USING THE PRODUCT** | **NO ANSWER INDICATED** |
| Sunday | [SPECIFY SURVEY LOCATION] | [SPECIFY PRODUCT] | 00 | 00 | 00 | 00 |
| Monday | [SPECIFY SURVEY LOCATION] | [SPECIFY PRODUCT] | 00 | 00 | 00 | 00 |
| Tuesday | [SPECIFY SURVEY LOCATION] | [SPECIFY PRODUCT] | 00 | 00 | 00 | 00 |
| Wednesday | [SPECIFY SURVEY LOCATION] | [SPECIFY PRODUCT] | 00 | 00 | 00 | 00 |
| Thursday | [SPECIFY SURVEY LOCATION] | [SPECIFY PRODUCT] | 00 | 00 | 00 | 00 |
| Friday | [SPECIFY SURVEY LOCATION] | [SPECIFY PRODUCT] | 00 | 00 | 00 | 00 |
| Saturday | [SPECIFY SURVEY LOCATION] | [SPECIFY PRODUCT] | 00 | 00 | 00 | 00 |
| TOTAL | 00 | 00 | 00 | 00 |

**FINANCIAL REPORTS**

The Weekly Financial Reports are as follows:

1. **Statement of Financial Performance**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **CURRENT WEEK** | **LAST WEEK** | **DIFFERENCE** |
| Sales | $00.00 | $00.00 | 00% |
| Less: Sales Returns and Discounts | $00.00 | $00.00 | 00% |
| Net Sales | $00.00 | $00.00 | 00% |
| Less: Cost of Goods Sold | $00.00 | $00.00 | 00% |
| Gross Profit | $00.00 | $00.00 | 00% |
| Less: |  |  |  |
| General and Administrative Expenses | $00.00 | $00.00 | 00% |
| Selling Expenses | $00.00 | $00.00 | 00% |
| Income before Tax | $00.00 | $00.00 | 00% |
| Less: Income Tax | $00.00 | $00.00 | 00% |
| Net Income | $00.00 | $00.00 | 00% |

1. **Statement of Cash Flows**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **CURRENT WEEK** | **LAST WEEK** | **DIFFERENCE** |
| **Cash Flow From Operations** | **$00.00** | **$00.00** | **00%** |
| Net Income | $00.00 | $00.00 | 00% |
| Depreciation Expense | $00.00 | $00.00 | 00% |
| Bad Debts Expense | $00.00 | $00.00 | 00% |
| Decrease (Increase)- Accounts Receivable | $00.00 | $00.00 | 00% |
| Decrease (Increase)- Finished Goods Inventory | $00.00 | $00.00 | 00% |
|  |
| Increase (Decrease)- Current Liabilities: | $00.00 | $00.00 | 00% |
| Accounts Payable | $00.00 | $00.00 | 00% |
| Accrued Utilities Expense | $00.00 | $00.00 | 00% |
| Accrued Salaries Expense | $00.00 | $00.00 | 00% |
| Accrued Rent Expense | $00.00 | $00.00 | 00% |
| Accrued Income Tax | $00.00 | $00.00 | 00% |
| **Net Cash Provided by Operating Activities** | **$00.00** | **$00.00** | **00%** |
|  |
| **Cash Flow From Investing Activities** | **$00.00** | **$00.00** | **00%** |
| Increase from acquisition of Property and Equipment | $00.00 | $00.00 | 00% |
| **Net Cash Provided by Investing Activities** | **$00.00** | **$00.00** | **00%** |
|  |
| **Cash Flow from Financing Activities** | **$00.00** | **$00.00** | **00%** |
| Equity, Beginning | $00.00 | $00.00 | 00% |
| Additional Investment | $00.00 | $00.00 | 00% |
| Withdrawals | $00.00 | $00.00 | 00% |
| **Net Cash Provided by Financing Activities** | **$00.00** | **$00.00** | **00%** |
| **Add: Cash Balance, Beginning** | **$00.00** | **$00.00** | **00%** |
| **Cash Balance, Ending** | **$00.00** | **$00.00** | **00%** |

**FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS**

The findings of this weekly business report are as follows:

[SPECIFY THE FINDINGS]

The conclusions of this weekly business report are as follows:

[SPECIFY THE CONCLUSIONS]

The recommendations for this weekly business report are as follows:

[SPECIFY THE RECOMMENDATIONS]