

Key Components of a Mid-Term Business Report

Section	What to Include	Why It's Important
1. Executive Summary	Brief overview of progress so far in 3-4 sentences.	Gives readers the big picture quickly.
2. Goals Recap	Restate original goals and targets.	Helps compare progress to expectations.
3. Achievements & Successes	Key wins: sales milestones, positive customer feedback, and successful promotions.	Shows what's working.
4. Challenges & Problems	Obstacles faced and how they were addressed (or plan to address).	Demonstrates problem-solving.
5. Data Snapshot	Sales numbers, customer counts, profit/loss so far.	Provides measurable evidence.
6. Next Steps	Plans for the remainder of the project/business cycle.	Shows direction moving forward.
7. Reflection & Learning	What the team has learned so far.	Encourages growth and adaptability.