

Stakeholder Summary Report

Student's Name

Institutional Affiliation

6-1 Assignment: Stakeholder Summary Report

Analyzing the (2020) report from Estée Lauder, it is evident that business reports serve multiple purposes. They comprehensively analyze the company's performance, including financial statements and market trends. Additionally, the report offers insights into stakeholder summaries and potential strategic decisions. By recognizing the inclusion of various data points and analyses, we understand how business reports are valuable tools for assessing organizational status and informing decision-making processes.

Analyzing the Example Report (Estée Lauder 2020 Year in Review)

Upon reviewing the Estée Lauder (2020) report, it becomes evident that data plays a crucial role in conveying critical information and trends. For instance, the report utilizes specific figures and terms to highlight the company's financial performance, such as revenue growth and contributions from hero franchises like Clinique's Moisture Surge (2021). Visualizations, such as charts and graphs, further enhance understanding by presenting data in a visually appealing format. These elements collectively paint a story of the company's achievements, challenges, and growth opportunities, providing stakeholders with valuable insights into Estée Lauder's performance and prospects.

Context

The Estée Lauder (2020) report extensively uses data to provide insights into the company's performance and market trends. Specific financial figures, such as revenue growth and contributions from critical franchises, are highlighted to showcase the company's achievements. Moreover, the report employs terms and contexts relevant to the beauty industry, such as product launches and market dynamics, to enhance understanding. Estée Lauder effectively communicates its financial status and strategic direction to stakeholders by

incorporating data-driven analysis and industry-specific terminology. As a business manager tasked with creating a stakeholder summary report, referencing this model report can help structure ideas effectively, ensuring that critical data points and industry-relevant terms are incorporated to convey a comprehensive overview of the organization's performance (Karpoff, 2021).

Evaluation

The overall look of the Estée Lauder (2020) report is visually appealing, with a professional layout and clear formatting that enhances readability. Using charts, graphs, and images effectively breaks down complex data and adds visual interest to the presentation. However, while the report effectively communicates the company's financial performance and critical achievements, it may fall short of providing comprehensive insights into potential challenges or areas for improvement. Additionally, the report's objective to inform investors and stakeholders about Estée Lauder's performance seems met, as it presents relevant data and analysis clearly and concisely. While the presentation is visually appealing and meets its primary objective, there may be room for improvement in providing a more holistic view of the company's operations and future outlook.

Conclusion

In conclusion, analyzing the Estée Lauder 2020 report underscores the multifaceted role of business reports in conveying critical information and insights. Such reports provide stakeholders with valuable insights into organizational performance and strategic direction through comprehensive data analysis and industry-specific contexts. While the report effectively communicates the company's achievements and financial status, there is potential for further enhancement in providing a more holistic view of challenges and growth opportunities.

Nonetheless, referencing such model reports can significantly aid business managers in structuring stakeholder summary reports effectively, ensuring clarity, relevance, and completeness in conveying organizational performance.

References

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