

Approach and Methodology required from the service provider:

Option B:

Project Phases and Timeline

I Suggest giving a phased approach to finish it in such timing. Every stage will have set deliverables and milestones that specify its own finish line.

Phase 1: Information Gathering (1st Week)

Activity:

Understanding particular requirements, brand style settings, and data accessibility level. Aggregate all the recent financial data, reports, and yearly business report for the years 2022/23, 2023/24, 2024/25, and 2025/26.

Deliverables:

Screening of data requirements with the client in order to present a list.

Phase 2: Analysis & Framework Development - (Weeks 2-3)

Activity:

Check a gap assessment of the client's latest annual report Card (2022/23), compared to the industry's best standards, regulatory requirements, and competitor funds.

Invest the time in evaluating the advantages and disadvantages of the present report.

Build a template/structure that will be used to create the annual report for the period that the study will cover (2023/24, 2024/25, and 2025/26). Use the best practices in the current reports and identify the identified gaps. This framework will be comprised of template that can be used for both creating content and presenting data.

Deliverables:

Reports with the detailed findings and case-by-case recommendations for closing the gaps.

Figuring out to use a common document and data representation for the forthcoming annual report.

Phase 3: Informational Designing and Infographic Designing (Weeks 4 to 6)

Activity:

The writer will be responsible for producing in-depth content for the annual report's key sections employing the data from our phase 1 and the template that we also designed in phase 2.

Deliverable:

The icons will be developed for each report cover and text layout design, paying attention to internal and external risks alignment, mentioned opportunities, and choice of major topics. Besides, the writer will be involved into transformation of complicated data tabulations into concise and visualized graphical pictures with the purpose to clearly show information and to retain more of it using **Adobe Illustrator**

Phase 4:

In this stage, revising and proofreading for grammatical and spelling errors.

Activities

The writer will be dedicated to a precise review of all prepared content will thoroughly evaluate its transparency, correctness, and invariability with a client's brand's message. Eventually, the report will be proofread and free of error as a last check for its correctness and skilled performance.

We will incorporate all text and infographic pieces into the complete report

Deliverables

Electronic versions of the annual reports for the years 2023/24, 2024/25, and 2025/26 to be generated; making sure the report includes information for each of the years covered. Group these documents into a high-resolution printable file, naming them according to each report.

Phase 5: Feedback (Week 9)

Activities

The writer will produce the yearly report and forward it for review and feedback

Deliverables

Report that would be subsequent in a high-quality and resolution containing files for the whole year

CONCEPTUAL FRAMEWORK

