Czarina Agravante

BA2196 – Section 26; Laurie Fitzpatrick

Writing Assignment #3: Analysis 10K vs. Annual Report

Kelly Services is a temporary staffing company. The company has produced a 10K Report, which is a business analysis of what their company does and their financial statements that addresses the audience of the Securities and Exchange Commission (SEC), and an Annual Report, which is a report that informs stockholders and investors of the company’s activities and financial performance throughout that year.. The 10K Report provides specific information about the company regarding business processes to inform the SEC. The Annual Report provides more information that is general positive attributes the company possesses. As the two reports are presented, each report has significant strategies targeted to their specific readers which are the informational content of each report, the vocabulary used, and the visual presentation of each document.

The informational content presented in each document differs from one another because of the intended readers of each document. The 10K Report is a 95-page document that is intended for the SEC which requires a formal report with the level of detail requiring in depth numerical and informational context of the previous fiscal year while the Annual Report is a 4-page document that has a more informal look and is sent to stockholders to assure them they have invested in a financially sound company. The 10K Reports of Kelly Services has specific detail that reports the company’s overall business strategy and financial statements. Kelly Services reported $4,950.3 million in consolidated revenue for 2010. It also talks about risk factors, legal proceedings, controls and procedures and other important facts about the company. The 10K Report reports both the positive and negative aspects of the company. The Annual Report talks about the growing profits and the energizing company they are trying to sell. Looking at the Annual Report, they report their total earnings for operations were $38.1 million which does not include what their losses they incurred. 10K Report is more detailed and is there for informational purposes while the Annual Report is a more persuasive document to convince stockholders to invest in Kelly Services’ stock. .

The vocabulary used in the reports is different because in the 10K Report there is a more sophisticated and professional tone as the Annual Report uses a conversational tone. The 10K Report has more terminology that the SEC would be more familiar with and the Annual Report has a more general public tone. When reading the 10K Report, a lot of the terminology is unfamiliar to the general public like what the different segments are of the business (EMEA, APAC, OCG, etc.) It had very dry information that stockholders would not take the time to read. In the Annual Report, the information is very positive and easy to read. For example, in their proposal of their growing profits, it discusses their earnings for the year comparing them to the losses they incurred from the previous fiscal year. Although the language is different, the information provides similar points and concentrates on everyday information that relates to stockholders to convince them to invest.

The overall visual and textual format of the 10K Report and the Annual Report have different techniques for engaging with the reader. The visual and textual format is how the document is presented to the readers, whether it is all text in an essay for or if there are graphical representations and tables within the document as well. When viewing the 10K Report, most of the content is text and numbers until the end of the report where there are graphs to sum up the text in a visual form. The 10K Report is not very attractive to the eye; it does not make you want to read it and when you start reading it the material is very dry. The visual technique that it uses for the 10K Report is not to attract the reader but to inform the reader of the company’s progress. On the other hand, the Annual Report is very “pretty” and has color and pictures of what and borders around the text to make it more attractive to the reader. In the Annual Report, the first page consists of pictures and color. It is still mostly text but there is a colorful border around the text inviting the audience to read the information. The visual and textual format is different in each report to attract the proper recipient with the information they want in this document.

The 10K Report and the Annual Report are very different in the length of the documents and how the information is presented, the verbal content, and the graphical and visual techniques used in each document. The communication strategies used were based on the audience of the report. The 10K Report had a more informational tone for the readers of the SEC while the Annual Report presented a more persuasive tone for the investors and stockholders. The strategies used in the 10K Report and the Annual Report were effective to the reader it was intended to. If the 10K Report were to be read by a stockholder, chances are they would either lose interest fairly quickly or would not understand most of the information. If the Annual Report were to be presented to the SEC, they would not be content with the information provided because of the vagueness and lack of detail presented in this report.