

Executive Summary Samples



By Shaunta Pleasant

The Executive Summary Is A Very
Important Part Of Your Business Plan...
It Is One Of The Key Components In
Writing Your Business Plan...

The Executive Summary Has Seven Main Components:

Introduction

Product/Service

Target Market

Competitive Position

Goals and Objectives

Management

Finances

Business Plan & Start Up Newsletter

Join the **Business Plan & Start Up Newsletter** emailing list now and get frequent new monthly articles, up to date marketing tips, the real deal about **how to write a Business Plan**, and **Business Start Up Secrets** only the **pro's** knows...

http://www.yourbusinesspal.com/business_plan_and_start_up_newsletter.html

Business Plan & Start Up Newsletter is broken down into two business formats to help you succeed in today's ever changing business environment.

The first format is extremely useful Business Start Up and Operational Information. The next format includes **Business Plan** tips that can help you write a **Business Plan** that will work for **your business**.

We will throw in some **free business tidbits** that you can **order or download** from the **Net** that will be very valuable for you and your business.

Business Plan & Start Up Newsletter is for people that are **Absolutely Fed Up** with **working for someone else**. They have worked for someone else for a while now; they are **ready** to get started on developing their own business. And **ultimately** make their business **Super Successful**.

So that one day they can walk into their boss's office and tell him/her these two words...**"I Quit!"**

Who knows, perhaps that person can be YOU...

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<http://www.tlmanage.com>

<http://www.yourbusinesspal.com>

<http://www.business-plan-made-easy.com>

<http://www.business-plan-made-easy.com/contact-us.html>

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The Seven main Components Of An Executive Summary

An **Executive Summary** is the summing up of the purpose of your business. It is a brief statement or account that covers the substance and main points of your company.

The **Executive Summary** is a very important part of your **Business Plan**. It is one of the key components in writing your plan.

The Executive Summary Has Seven Main Components

Introduction

Product/Service

Target Market

Competitive Position

Goals and Objectives

Management

Finances

Executive Summary Overview

Introduction

The **Introduction** should include your company name, when it was founded, whether it is a Sole Proprietor, A Partnership, LLC or Incorporation. It should also include whether your product is manufactured by your company or another one. **How are you going to distribute your product, who owns it? What percentage of it do they own?**

You can add information about the owner or the principal stock holder and the percent of ownership that they have in the company.

You may also add information about present and future finances of the company.

Product/Service

This section briefly explains your products and tells what the benefits of owning them are.

You can add information about your products and/or service. Describe their unique features, what make them newer, better or different from anyone else's products and/or service. **What are the benefits for the customer going to be?**

Remember to add the **(What's In It for me?)**. **What are your customers going to get out of your product and /or service?**

Target Market

Your **Target Market** should define the type of people you are marketing. **What does your specific niche provide for your company marketing strategy?**

Competitive Position

You should add specific information about your niche.

You should indicate the type of research that helped you to pick the type of niche that you will market.

Goals and Objectives

You should add information about your present and future business goals.

You should add a time line that you plan on reaching those goals;

12 months

24 months

5 years

And so on...

Management

In this section you should add the names and the titles of your **management team**. If you are a corporation you should include the **President, Vice President, the key share holders and so on**.

You may also include their knowledge and their experiences. This should take a form similar to a resume.

Finances

You should list all of your present and future financial projects that you working on.

List what you plan and intend on paying for those projects.

So What Are The Steps Writing An Executive Summary?

YourBusinessPal.com has put together a **four fold process** to help you get your **Executive Summary** written in an expedient amount of time.

The first fold of the process tells you what an **Executive Summary** is and what components are included in it.

The second fold of the process shows you how an **Executive Summary** is broken down into its separate parts.

The third fold of the process gives you an actual sample **Executive Summary**. This will show you what one looks like, therefore helping you to prepare your own.

The fourth fold includes another example **Executive Summary** to help you get a better understanding of it. At this point you should be able to complete your own.

After you have completed the **YourBusinessPal.com Four Fold Executive Summary Process**, you will be ready to write your **Executive Summary to help you succeed in business in today's ever changing tough business environment**.

[Executive Summary](http://www.yourbusinesspal.com/executive_summary.html)

http://www.yourbusinesspal.com/executive_summary.html

An **Executive Summary** is the summing up of the purpose of your business. It is a brief statement or account that covers the substance and main points of your company. **The first fold...**

[Write An Executive Summary](http://www.yourbusinesspal.com/write_an_executive_summary.html)

http://www.yourbusinesspal.com/write_an_executive_summary.html

We will show you how to **Write An Executive Summary**. We have listed all of the sections that are included in an **Executive Summary**. You will be able to complete your own in no time flat... **The second fold...**

[Executive Summary Sample](http://www.yourbusinesspal.com/executive_summary_sample.html)

http://www.yourbusinesspal.com/executive_summary_sample.html

We have included an **Executive Summary Sample**. This sample will help you to write your own **Executive Summary**. This fold will show you how each part of your **Executive Summary** is broken down into each individual part. Then put together in the form of a usable **Executive Summary**. **The third fold...**

[Executive Summary Example](http://www.yourbusinesspal.com/executive_summary_example.html)

http://www.yourbusinesspal.com/executive_summary_example.html

Our Executive Summary Example is an Executive Summary that is

broken down into separate parts so that you can see how one is put together. **The fourth fold...**

Executive Summary

Sample 1

Introduction

TL Manage Inc. was founded in 1998 as an Internet based self help center for people that are starting their own businesses.

We have a proven track record of business start up expertise. We have helped several hundred businesses get moving in the right direction.

We are focused on improving the position of small businesses, ultimately, helping them to reach the success that they are working on for their company.

TL Manage Inc. is in business to help your business succeed.

Product/Service

Our products are a series of motivational e-books that are organized to help you start and run a successful business.

Target Market

Our customer base includes people that have worked for someone else for at least 10 years. These people finally know exactly what it is they want out of their lives. They have worked for others and are now ready to be the one in control

Competitive Position

Our specific niche has realized that business ownership is what they want and they are ready and willing to take the steps to get started.

This is due to the fact that they have been working for someone else and are frustrated that they are not really moving ahead and that they

seem to be in the same place that they were in when they get their job.

Research indicates that our niche is ready to accept offerings. They have worked for others; some of them have already started a small business that is only slightly to moderately successful.

They can afford and are ready to try our product line.

Goals and Objectives

TL Manage Inc. niche market is the reason we are working to provide a valuable product and service.

Within 12 months we intend to have more downloadable e-books and software.

Within 2 years we will complete our downloadable sites.

Within 5 years we plan to add more targeted pages and information for women in business. At this point we will have a massive list of business related articles.

Management

In this section you should add the names and the titles of your management team. If you are a corporation you should include the President, Vice President, the key share holders and so on.

You may also include their knowledge and their experiences. This should take a form similar to a resume.

Finances

TL Manage Inc. computer systems are great for our applications. We have noticed some new systems out on the market. That are faster and less expensive than our original systems. We will update with this newer technology.

These systems include a faster CPU, five monitors, five mouse's and a total customized software package to fit our needs.

Executive Summary

Sample 2

Introduction

Rains Bible Course is a Contemporary Christian Study Correspondence Course. Rains Bible Course is organized in a way that it is easy to understand, therefore, making it a very practical training system. This Correspondence Course is for anyone that is interested in learning a Contemporary Christian Study style of learning.

Product/Service

Rains Bible Course includes a total overview of the Kings James version of the **Bible**, but with a new contemporary twist. It is broken down into chapters and verses for the best level of understanding.

Our Course includes a workbook for each book of the **Bible**. Each workbook comes with a high quality tape or CD with all of the information from the workbook on it. Our course also includes a CD Rom with the whole Correspondence Course on it. This CD Rom also includes games for several of the stories in the **Bible**.

The Correspondence Course includes a workbook, tape or CD and also a CD Rom. It is full of choices to make your whole experience fun and absolutely worth while.

Target Market

Our idea groups of customers are those people that want to learn about the **Bible**, but they want an easy way to do it.

The age range for this group is 16 years and up. We have started our target of people at the age of 16 years old; our research has shown that at this age people are more focused on this subject. As you get older you know a little more about this subject. Therefore this Correspondence Course becomes more relevant to your life.

Competitive Position

We have researched a vast amount of resources to come to our decision to market our product at religious conventions. At these conventions we meet with and set up visits to respective churches. We leverage our products. We leverage them at the conventions and we later leverage them at the respective churches.

Goals and Objectives

We forecast 5,000 programs to be distributed in 2002. We expect to triple that amount in 2003. We are on target to reach our goal.

Within 12 months we will triple our sells to 15,000

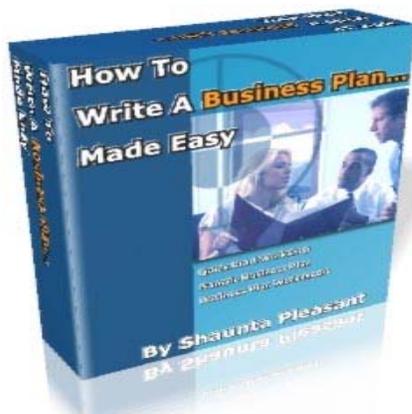
Within 24 months we forecast our sells to reach 25,000 to 30,000

Within 5 years we intend to be one of the top marketers in this industry.

Do You Think A Business Plan Will Help Your Business Advance To The Next Level?

Most people assume that it is difficult to prepare a business plan. Nothing could be further from the truth. It is easy to do...

Writing your business plan is one of the most important aspects of starting your business in today's ever changing business environment...



Your business plan can help with;

Saving on accounting fees...

Saving on attorney fees...

How can your business plan help with some of these fees?

Well, with a properly prepared business plan it will point you in the right direction to help you avoid overpaying those fees...

But, what are the steps you need to take to get your business plan written in a manner for a lender to give you a second look?

These steps will be included in your Financial Strategy...

Your business plan can provide potential lenders with details that may help you with getting financed.

So how do you get started?

So many entrepreneurs are jumping into business ownership without first planning their new venture. A business plan is one of the first things you will need to write before you get to far alone into business ownership.

How To Write A Business Plan... Made Easy

Everything banks, lenders and the SBA look for! Produce your business plan quickly and easily... For entrepreneurs and small-business owners.

<http://www.business-plan-made-easy.com>