



Write Your Executive Summary



MAP
OPPORTUNITIES

WHAT IS A BUSINESS PLAN?

1: START WITH YOURSELF

Identify key elements of a business plan and understand the purpose of an executive summary

THINK ABOUT business plans

You will analyze a section of the business plan below and see if you can identify which part of the executive summary you are looking at. Use evidence from the descriptions on the previous page to support your answer.

Which part of the executive summary is this? What is your evidence?

Our initial expenses will include renting a small storefront, 6 ovens, a glass display case and the needed baking tools and ingredients. We are looking for areas with a lot of foot traffic. We intend to make a profit of \$4 on every cupcake we sell. We will begin with the production of 100 cupcakes per day for display and then to make specialized cupcakes for special events. We should be able to hire our first employee within 6 months. At the end of year one we hope to have over 1,000 unique and returning clients with an overall profit of \$40,000.

Which part of the executive summary is this? What is your evidence?

Connect people to what's important in their lives through friendly, reliable, and low-cost air travel.

- Southwest Airlines

HOW DO OTHERS DESIGN THEIR BUSINESS PLANS?

2: LOOK BEYOND YOURSELF

Recognize a good business plan..

THINK ABOUT analyzing a business plan

With a partner, click on this [link](#) and analyze the business plan. Answer the following questions before discussing your answers with the rest of the class.

What parts of the executive summary can you identify?

Which parts of the executive summary are not present in this business plan?

What else has been added to this business plan?

Which part of this plan has been done well?

WHAT HAVE YOU LEARNED ABOUT CREATING AN EXECUTIVE SUMMARY FOR A BUSINESS PLAN?

4: Reflect and Update your thinking

I can use what I have learned in this lesson to develop an executive summary for a business plan.

What do you think is the most difficult part of writing an executive summary? Why do you think this?

Why do you think people create business plans before starting their business? How does this help them?