

# Executive summary – quick recap

<https://www.youtube.com/watch?v=PDWvcsTloJo>

# Hints

- Focus on providing a summary
- Keep your language strong and positive
- The executive summary should be no more than two pages long
- Executive summary is to present the facts and entice your reader to read the rest of the business plan, not tell him everything
- Put yourself in your readers' place...

# Content

- A description of your company, including your products and/or services
- your mission statement
- your business's management
- the market and your customer
- marketing and sales
- your competition
- your business's operations
- financial projections and plans

# Example (sbinfocanada.about.com)

- Pet Grandma offers on-site pet sitting services for dogs and cats, providing the personal loving pet care that the owners themselves would provide if they were there.
- Our clients are dog and cat owners who choose to leave their pets at home when they travel or who want their pets to have company when their owners are at work. Pet Grandma offers a variety of pet care services from day visits through 24 hour care over a period of weeks – all in the pet's home environment

# Exmpl (cont.)

- Across Canada the pet care business has seen an explosion of growth over the last three years. West Vancouver is an affluent area with a high pet density. Our market research has shown that 9 out of 10 pet owners polled in West Vancouver would prefer to have their pets cared for in their own homes when they travel rather than be kenneled and 6 out of 10 would consider having a pet sitter provide company for their dog when they were at work.
- While there are currently eight businesses offering pet sitting in West Vancouver, only three of these offer on-site pet care and none offers “pet visit” services for working pet owners.

# Example

- Pet Grandma's marketing strategy is to emphasize the quality of pet care we provide ("a Grandma for your pet!") and the availability of our services. Dog owners who work, for instance, will come home to find happy, friendly companions who have already been exercised and walked rather than demanding whiny animals.
- All pet services will be provided by staff trained in animal care. On start up we will have six trained staff to provide pet services and expect to hire four more this year once financing is secured. To begin with, co-owner Pat Simpson will be scheduling appointments and coordinating services, but we plan to hire a full-time receptionist this year as well.

# Cont.

- The management of Pet Grandma consists of co-owners Pat Simpson and Terry Estelle. Pat has extensive experience in animal care while Terry has worked in sales and marketing for 15 years. Both partners will be taking hands-on management roles in the company. In addition, we have assembled a board of advisors to provide management expertise. The advisors are: Juliette LeCroix, partner at LeCroix Accounting, Carey Boniface, veterinarian and partner at Little Tree Animal Care Clinic, John Toms, president of Toms Communications Ltd.

# And finally...

- Based on the size of our market and our defined market area, our sales projections for the first year are \$340,000. The salary for each of the co-owners will be \$40,000.
- We are seeking an operating line of \$150,000 to finance our first year growth. Together, the co-owners have invested \$62,000 to meet working capital requirements.
- Already we have service commitments from over 40 clients and plan to aggressively build our client base through newspaper, local television and direct mail advertising. The loving on-site professional care that Pet Grandma will provide is sure to appeal to cat and dog owners throughout the West Vancouver area.



# Another example

([http://www.bplans.com/bakery\\_business\\_plan/executive\\_summary\\_fc.php](http://www.bplans.com/bakery_business_plan/executive_summary_fc.php))

- Introduction: Jolly's Java and Bakery (JJB) is a start-up coffee and bakery retail establishment located in southwest Washington. JJB expects to catch the interest of a regular loyal customer base with its broad variety of coffee and pastry products. The company plans to build a strong market position in the town, due to the partners' industry experience and mild competitive climate in the area. JJB aims to offer its products at a competitive price to meet the demand of the middle-to higher-income local market area residents and tourists.

# The company

- JJB is incorporated in the state of Washington. It is equally owned and managed by its two partners: Mr. Austin Patterson has extensive experience in sales, marketing, and management, and was vice president of marketing with both Jansonne & Ja and Burper Foods. Mr. David Fields brings experience in the area of finance and administration, including a stint as chief financial officer with both Flaxfield Roasters and the national coffee store chain, BuzzCups.
- The company intends to hire two full-time pastry bakers and six part-time baristas to handle customer service and day to day operations.

# Products&Services

- **Products and Services**
- JJB offers a broad range of coffee and espresso products, all from high quality Columbian grown imported coffee beans. JJB caters to all of its customers by providing each customer coffee and espresso products made to suit the customer, down to the smallest detail.
- The bakery provides freshly prepared bakery and pastry products at all times during business operations. Six to eight moderate batches of bakery and pastry products are prepared during the day to assure fresh baked goods are always available.

# The market

The retail coffee industry in the U.S. has recently experienced rapid growth. The cool marine climate in southwest Washington stimulates consumption of hot beverages throughout the year.

- JJB wants to establish a large regular customer base, and will therefore concentrate its business and marketing on local residents, which will be the dominant target market. This will establish a healthy, consistent revenue base to ensure stability of the business. In addition, tourist traffic is expected to comprise approximately 35% of the revenues. High visibility and competitive products and service are critical to capture this segment of the market.

# Financials

- JJB expects to raise \$110,000 of its own capital, and to borrow \$100,000 guaranteed by the SBA as a ten-year loan. This provides the bulk of the current financing required.
- JJB anticipates sales of about \$491,000 in the first year, \$567,000 in the second, and \$655,000 in the third year. JJB should break even by the fourth month of its operation as it steadily increases its sales. Profits for this time period are expected to be approximately \$13,000 in year 1, \$36,000 by year 2, and \$46,000 by year 3. The company does not anticipate any cash flow problems.