

Executive Summaries and Business Plans

Executive Summary

An Executive Summary is an overview. Its purpose is to summarize the key points of a document for its readers, saving them time and preparing them for the upcoming content. Think of the executive summary as an advance organizer for the reader. Above all else, it must be clear and concise.

An executive summary is a critical part of a business plan where it serves the same purpose as in any other document. It also has to entice the reader to read the rest of the business plan.

This is why the executive summary is often called the most important part of the business plan.

Business Plan

A Business Plan is a Formal Statement of the:

- Business goals
- Reasons why those goals are attainable
- Plans for reaching those goals.

The business plan usually contains background information about the organization and the team attempting to reach those goals.