

Executive Summary Outline

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The Executive Summary should emphasize the key issues presented. A critical point that must be communicated in the Executive Summary is your company's distinctive competence – the factors that will make your business successful in a competitive market. For MGCS 2007, your Executive Summary should be between two and four pages in length and provide the reader with a succinct overview of your entire business.

A. *The Company, Product or Service*

1. The needs your company will satisfy (problem/solution statement)
2. The products or services you will offer to satisfy those needs AND what makes the offering “special,” i.e. intellectual property, uniqueness, etc.
3. Business operations
4. Strategic alliances

B. *Market Analysis*

1. The characteristics of your target market (demographic, geographic, etc.)
2. The characteristics of your customer
3. The products or services you will offer to satisfy those needs (problem/solution statement)

C. *Industry and Competition*

1. Description of your primary industry: Size, characteristics and trends, major customer groups
2. Competition identification (by product line or service and market segment)
3. Response of competition to your participation and success
4. Barriers to entry

D. *Marketing and Sales Activities*

1. Marketing strategy
2. Sales strategy
3. Keys to success in your competitive environment

E. *Product or Service Research and Development*

1. Major milestones
2. Intellectual property
3. Ongoing efforts

F. *Organization and Personnel*

1. Key managers and owners
2. Key operations employees

G. *Financial Data*

1. Funds required and their use
2. Historical financial summary (if any)
3. Prospective financial summary (including a brief justification for prospective sales levels)