

Executive Summary Template

4031 University Drive, Fairfax, Virginia 22030 | www.masonsbdc.org | Phone: 703-277-7747

Name:
Company:
Date:
Executive Summary
Company Information
1. What is the description of your company?
Product/Service
1. What is your product/service?
2. Who is your ideal customer?
2. Who is your radar dasterner.
3. What make you different from your competitors?



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Sales & Marketing

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1. How do you market to your customer?
2. What is your pricing strategy comparing to your competitors?
Financial Information & Projection
1. What are your sales for last 12 months and projected sales for next 12 months?
2. Do you have a financial plan for next 3 years? If yes, what is the plan? (for example, obtaining \$10,000 to expand the business)

Future Plan

1. Where would you like your company to be in 5 years?