## Executive Summary Template

## Name:

## Company:

## Date:

## Executive Summary

## Company I nformation

1. What is the description of your company?

## Product/ Service

1. What is your product/service?
2. Who is your ideal customer?
3. What make you different from your competitors?

## Executive Summary Template

## Sales \& Marketing

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?
