

The Executive Summary is a synopsis of your business plan. It is often considered the most crucial part of the plan because it is the first section your readers will see and is designed to capture their attention and draw them into reading further. As an abridged version of the larger business plan, the Executive Summary should capture a couple of key points from each of the other sections.

The Executive Summary should touch on most of the areas of the business plan, including:

- Your significant products and/or services
- What makes the business unique or distinctive
- The market analysis
- Marketing plan
- An overview of the management team
- How your company will succeed in the future
- The current competition in the market
- Funds requested and how they will be used
- Summary of your past financial operations and future financial projections

If your business depends largely on technology, such as an online retail business, you might also want to include a brief overview of your technological capabilities. In addition, if you foresee significant potential risks, you should mention them and the steps you plan to use to overcome such risks. The key to a strong Executive Summary is keeping it concise, while still engaging. While you want to present the important aspects of the business plan, you want to do it in a way that allows the reader to quickly explore each area without getting bogged down with details. Those will appear in the longer version. Keep in mind, however, that the Executive Summary is neither a place to simply list your plans and ideas nor a place for hyping up your business.

Although it appears at the start of a business plan, the Executive Summary is frequently written last, after each section has been written and evaluated. This allows you to carefully write and review each section before determining which key points to include in the Executive Summary.