My Executive Summary

The Executive Summary is located in the front of the document but is the last task in writing a Business Plan. Write this when the workbook is finished. It is an overall summary of your business goals and objectives and how you plan to meet them in the next five years.

MISSION

HINT: Mission and goal statements can be good marketing strategies for advertising and promotional pieces.

GOALS (SMART = Specific, Measurable, Attainable, Realistic, Time Limited)

MARKETING STRATEGY

PRODUCT

PRICE

PLACE

PROMOTION

TARGET MARKET

NOTES/BUDGET

PRODUCT

PRICE

PLACE

PROMOTION

TARGET MARKET

NOTES/BUDGET

PRODUCT

PRICE

PLACE

PROMOTION

TARGET MARKET

NOTES/BUDGET

PRODUCT

PRICE

PLACE

PROMOTION

TARGET MARKET

NOTES/BUDGET

INTERNAL POSITIVES AND NEGATIVES

STRENGTHS

WEAKNESSES

EXTERNAL POSITIVES AND NEGATIVES

OPPORTUNITIES

THREATS

COMPETITOR STUDY

COMPETITOR #1

Name

Product Offerings

Promotional Activities

Location

Competitive Advantage

% Market Share:

Notes

COMPETITOR #2

Name

Product Offerings

Promotional Activities

Location

Competitive Advantage

% Market Share:

Notes

COMPETITOR #3

Name

Product Offerings

Promotional Activities

Location

Competitive Advantage

% Market Share:

Notes

IMPLEMENTATION STRATEGY

PRODUCTION

MANAGEMENT

MARKETING

HUMAN RESOURCES

FINANCE/ACCOUNTING