

How to write the executive summary of a business plan

1. Business overview (Introduces the business by stating its name, location, ownership, and legal structure).

The business is called **[Business Name]**, and it is located in **[City/Region]**. It is registered as a **[Business Type]** (such as a sole proprietorship, partnership, or LLC) and is owned or founded by **[Owner/Founder Name]**. The business provides **[description of products or services]**, and it is designed to serve **[target customers]** by offering **[unique features or purpose]**. The business is unique because **[explanation of what makes it different from others]**.

2. Market Opportunity (Explains the demand for the business and the customer needs it aims to meet).

The target market consists of **[description of primary customers]**, who currently face **[problem, gap, or unmet need in the market]**. The business has a strong opportunity because **[competitive advantage or reason the idea is needed]**. Recent market trends show that **[evidence of growth, customer interest, or rising demand]**.

3. Products and Services (Describes exactly what the business offers).

The business provides products or services such as **[main product/service]**, **[additional product/service]**, and **[extra options]**. It may also offer beverages or additional services including **[list extras]**. These offerings are appealing to customers because they include **[special features such as quality, speed, customization, or health benefits]** and **[any additional advantages]**.

4. Marketing and Sales Strategy (Explains how the business will attract and retain customers).

The pricing strategy is designed to be **[affordable, competitive, premium, etc.]**, depending on customer expectations. The business will promote itself through **[marketing methods such as social media, advertising, flyers, or partnerships]**. Customers will be able to access the products or services through **[sales channels such as in-store purchases, online ordering, or delivery services]**. The business will ensure a positive customer experience by providing **[comfortable space, high-quality service, friendly staff, cleanliness, etc.]**.

5. Operations and Management (Describes how the business functions on a daily basis).

The business will be operated by **[team members such as managers, chefs, staff, or specialists]**. Supplies and materials will come from **[suppliers or sources]**, ensuring consistent quality and availability. The business will operate during **[opening hours or weekly schedule]**, and its facilities will include **[description of capacity such as number of seats, equipment, kitchen layout, machinery, or workspace]**. These operational elements support smooth daily activities and maintain service quality.

6. Financial Summary (Presents the financial foundation of the business).

The initial investment required to start the business is **[startup cost]**, and the projected revenue for the first year is **[expected revenue]**. The business will face operating costs such as **[list expenses like labor, materials, utilities, or rent]**. Based on these figures, the business is expected to become profitable within **[estimated payback period]**. Funding for the project comes from **[source of financing such as owner savings, loans, or investors]**.

7. Competitive Advantage (Explains why the business will succeed in the market).

The business stands out from competitors because **[unique product, service, location, team, or method]**. Customers are likely to choose this business because **[clear benefit or reason it meets their needs better than competitors]**.

8. Conclusion (Summarizes the business opportunity).

The business represents a strong opportunity because **[main reason such as high demand, unique concept, or profitability potential]**. It is expected to **[achieve growth, attract customers, generate profits, or expand]** in **[city or region]**, making it a promising and sustainable venture.

Lesson 2: Business Plan Practice (part2)

Task7 : Fill in the blanks using words from the word bank for each section of *the Hawaa Restaurant* business plan.

2. Market Analysis : Word Bank- (*target market, need, prefer, gap, research, competitors, growing, opportunity*)

The _____ for this business includes women, families, and students who _____ safe and comfortable dining spaces. There is a clear _____ in the local market because existing restaurants do not meet this _____. Market _____ shows that demand for this type of service is _____. The business has a strong _____ because very few _____ offer similar services.

3. Data Requirements (Market Size, Sources, SWOT, Porter) :

Word Bank- (*sources, statistics, reliable, market size, estimate, SWOT, threats, Porter, competition, pricing power, suppliers, customers, research*)

To understand the _____ of the business, students must collect _____ from _____ such as government reports, academic studies, and industry _____. These data help the business _____ the number of potential customers in the region. Students should create a _____ analysis to identify strengths, weaknesses, opportunities, and _____. They should also use _____ Five Forces to study the level of _____, the power of _____, the power of _____, the threat of new entrants, and the influence of substitutes on the restaurant's _____.

4. Products and Services : Word Bank: (*offers, includes, customers, beverages, delivery, snacks, popular, quality, comfortable, services*)

The business _____ a variety of products and services that meet the needs of its _____. The main menu _____ items such as _____, _____, and _____. The restaurant also provides _____ such as drinks and _____ services. These products are popular because they are made with high _____ and served in a _____ environment.

5. Business Model & Revenue Model : Word Bank- (*value, service, efficient process, operations, customers, convenience, experience*)

The business model focuses on creating _____ for _____ by offering fast and reliable _____. The restaurant uses a simple and _____ that allows staff to prepare food quickly. The model also improves the customer _____ by ensuring comfort and _____ during every visit.

Word Bank: (*sources, revenue, dine-in, delivery, fees, sales, customers, growth, orders, promotions*)

The business earns _____ from several _____, including _____, takeaway _____, and _____ services. Additional income may come from special _____ or seasonal _____. The model depends on strong repeat _____ and increasing the number of _____ to support long-term _____.

6. Marketing and Sales Strategy : Word Bank- (*promote, social media, competitive, attract, advertising, options, experience, pricing*)

The business will use a _____ strategy to ensure that prices remain fair and _____. To _____ customers, the business will _____ its products through _____, flyers, and local _____. Customers can order through dine-in, takeaway, or delivery _____. The business aims to create a positive customer _____ by offering friendly service and a clean environment.

7. Operations Plan : Word Bank-(*located, staff, daily, equipment, suppliers, hours, prepare, serve*)

The restaurant is _____ in a convenient area that is easy for customers to access. The business has trained _____ who _____ and _____ food each day. Supplies and raw materials are delivered by trusted _____ to maintain quality. The restaurant operates during specific _____, and it uses modern kitchen _____ to support all _____ activities.

8. Management and Team :Word Bank(*responsible, team, roles, manager, trained, support, operations*)

The business is managed by an experienced _____ who is _____ for supervising all activities. The _____ includes several _____ staff members who are _____ to provide excellent service. Each person has clear _____ and contributes to the smooth _____ of the restaurant. The team works together to support customers and maintain quality standards.

9. Financial Plan :Word Bank(*investment, costs, profitable, funded, break-even, monthly revenue, sales, expenses, owner*)

The total _____ required to start the business is _____, and it is funded by the _____. The business expects to generate _____ of _____ per month from its operations. Major _____ include salaries, supplies, utilities, and operating _____. The business plans to reach the _____ point within the first year and become _____ shortly after.