

Provenance

Idea name:

Team Head Name

Branch/Specialization:

Semester/ Year:

Institution:

Contact Details

Phone No:

Email Id:

MENTOR DETAILS

Name:

Department:

Institution:

Contact Details

Phone No:

Email Id:

Executive Summary Template

1. Executive summary

Executive summary is a synopsis of a business plan. It is the summary provides the reader immediate highlights from a full business plan.

[The Company] was founded in [year] and [describe what your business does or its principal mission or objective. For example “ITC under Classmate brand is a manufacturer of Notebooks”].

Explain your idea in brief in a sentence or two in this section.

2. Business/Product or Service

[The Company] makes [describe your product/service line].

The Company produces/provides the following products/services: [list products here in order of significance].

Presently, our [main product] is in the [pick one of: introductory, growth, maturity] stage. It competes primarily based on [competitive advantage]. Our future plans include developing [x, y, and z] in [year or timeframe].

3. The Market

We define our market as [define market. e.g. women’s athletic apparel, kitchen appliances, small business software]. The total market size was approximately [\$x] last [period available], and is expected to grow by [x%] by [year]. We currently hold [y%] of this market and believe we can capture [z%] of it by [year]. Some of our most notable customers include [examples of customers].

4. Competition

Direct/ Indirect	Advantages/ Disadvantages	Location
List the firm’s primary competitors.	What advantages/ disadvantages does the business have over its competitors?	List the locations of the primary competitors?
Describe competitors that offer substituting products/ services a customer can purchase from.	List some of the important factors the customers seek from your type of business.	How important is location to the business?

We compete directly with [x and y] and alternatives to our product include [u and v]. Our product is unique /superior because of [x]. We have a competitive advantage because of our [speed to market, established brand name, low cost producer status]. We [anticipate / do not anticipate] new companies to enter this market.

5. Risk/Opportunity

The greatest risks associated with our business today are [x, y, and z]. We feel we can overcome these risks because of [m]. Our biggest recognized opportunities include [a, b, c]

6. Operations

We have [manufacturing facilities / offices / branches] located in [location, location, location]. We currently perform [u] in house, while outsourcing [v]. Our total full time staff is [15 people] and our products are distributed by [method or distributor]

7. Marketing Strategy- Attracting Customers

Word-of-mouth is the best form of advertisement. But how will customers know about the business?

- Can the business form any partnerships or referral sources with others to promote the business?
- Is the business seasonal? if so, how will the firm continue to bring in sales during the off-season?
- If a seasonal business, when are the best times to advertise?
- Does the business have a strong network of clients, referral sources, industry contacts that is used to help promote the firm?

8. Management- Key Roles & Personnel

- How many owners are there in the business? What is their percentage of ownership into the business?
- List the names and titles of each owner and key personnel.
- What expertise does each of the owners and/or key personnel contribute?
- What are their professional backgrounds, industry experience, parallel experience, education, training, or licenses received?
- List any awards, mentions, media coverage the business or its owners received or significant benchmarks accomplished.
- Are there seasonal employees?
- How many part-time and full-time positions does the business create?

