

WE NEED AN EXECUTIVE SUMMARY ABOUT YOUR BUSINESS

The Underwriters of Banks like to have a CLEAR Understanding of your Business Model, what it's about, how it operates, who are your ideal customers, how do you get customers and what exactly is it that your potential customers are purchasing and how do you plan for them to pay for it? That might be ecommerce, Internet, Mail Order/Telephone order. Is it In-bound marketing, or Outbound Telemarketing. What's your target market, is it all US put 100%, it I's 60 US but 20^ in Europe, or maybe it's 20% Asia, 10% Canada. What's your best estimate. In separate documents, it's always standard operating procedure especially for eCommerce, Online Businesses to have a Refund Policy, Terms & Conditions, Corporate Address, Customer Service #, and Customer Service Email address, Credit Card Logos, ALL on the Website.

If you don't have an Executive Summary, here's an Example to follow:

It's always easier to write something if you can read an example first, so here's an executive summary example that you can use as a model for your own business plan's executive summary.

Please note that "Pet Grandma" is a fictional business invented for this example. For instructions and tips on how to write an executive summary

Section 1: Executive Summary

The executive summary should provide a short, concise and optimistic overview of your business that captures the reader's attention and gives them an interest in learning more about it. The executive summary should be **no more than 2 pages long**, with brief summaries of other sections of the plan. Here's the example 2-page executive summary for Pet Grandma:

Section 1: Executive Summary for Pet Grandma

[Our Mission](#)

Pet Grandma offers superior on-site [pet sitting](#) and exercising services for dogs and cats, providing the personal loving pet care that the owners themselves would provide if they were home. Our team will ensure that pet owners can take [business trips](#) or vacations knowing that their pets are in good hands.

[The Company and Management](#)

Pet Grandma is headquartered in the City of West Vancouver and incorporated in the Province of British Columbia. The company is owned by partners Pat Simpson and Terry Estelle. Pat has extensive experience in animal care while Terry has worked in sales and marketing for 15 years.

The management of Pet Grandma consists of co-owners Pat Simpson and Terry Estelle. Both partners will be taking hands-on management roles in the company. In addition, we have assembled a board of advisors to provide management expertise. The advisors are:

1. Juliette LeCroix, partner at LeCroix Accounting
2. Carey Boniface, veterinarian and partner at Little Tree Animal Care Clinic

3. John Toms, president of Toms Communications Ltd.

Our Services

Our clients are dog and cat owners who choose to leave their pets at home when they travel or who want their pets to have company when their owners are at work. Pet Grandma offers a variety of pet care services, all in the pet's home environment, including:

- dog walking
- daily visits
- 24-hour care for days or weeks
- administration of medications by qualified staff
- emergency treatment in case of illness (arranged through veterinarians)
- plant watering
- mail collection
- garbage/recycling

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Section 1: Executive Summary for Pet Grandma

The Market

Across Canada the pet care business has seen an explosion of growth over the last three years. West Vancouver is an affluent area with a high pet density. Our market research has shown that 9 out of 10 pet owners polled in West Vancouver would prefer to have their pets cared for in their own homes when they travel rather than be kenneled and 6 out of 10 would consider having a pet sitter provide company for their dog when they were at work.

Our Competitive Advantages

• While there are currently eight businesses offering pet sitting in West Vancouver, only three of these offer on-site pet care and none offers "pet visit" services for working pet owners.

• Pet Grandma's marketing strategy is to emphasize the quality of pet care we provide ("a Grandma for your pet!") and the availability of our services. Dog owners who work, for instance, will come home to find happy, friendly companions who have already been exercised and walked rather than demanding whiny animals.

• All pet services will be provided by animal care certified staff.

• All employees are insured and bonded.

Financial Projections

Based on the size of our market and our defined market area, our sales projections for the first year are \$340,000. We project a growth rate of 10% per year for the first three years.

The salary for each of the co-owners will be \$40,000. On start up we will have six trained staff to provide pet services and expect to hire four more this year once financing is secured. To begin with, co-owner Pat Simpson

will be scheduling appointments and coordinating services, but we plan to hire a full-time receptionist this year as well.

Already we have service commitments from over 40 clients and plan to aggressively build our client base through newspaper, website, social media, and direct mail advertising. The loving on-site professional care that Pet Grandma will provide is sure to appeal to cat and dog owners throughout the West Vancouver area.

Start-up Financing Requirements

With our Application through Bancard Financial, We are seeking \$150,000 in monthly credit card volume.