*(Even though the executive summary is the second item in the business plan and the first item to be presented, you should write it after the other sections are finished so that you can give an accurate description. Limit the executive summary to three pages at most. This is your chance to give an overview of your business plan and highlight the key points of your company’s future success.)*

# Executive Summary

***Our Company***

*(Describe the basics of your company and what you want to accomplish.)*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Our Services***

(*List the services and, if applicable, the products that you will be providing.)*

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***Our Market***

*(Specifically describe your ideal clientele and the demographics of your geographic area in order to show that you have a market for your services.)*

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***Our Competition***

*(List any other clubs or businesses in your geographic area that could potentially capture your market; briefly describe them as compared with your company.)*

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***Our Advantages***

*(Why will your target market choose you over the competition? What makes you stand out?)*

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What differentiates *(your company’s name)* from our competition are *(aspect 1)*, *(aspect 2)*, and *(aspect 3)*.

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*(State aspect 1 in full and give the necessary details to be convincing.)*

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*(State aspect 2 in full and give the necessary details to be convincing.)*

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*(State aspect 3 in full and give the necessary details to be convincing.)*

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***Financial Summary***

(*This summary should provide not a detailed financial report but a quick overview. Address revenues, expenses, and net profit or loss for the first three years; also include start-up costs, predicted accrued debt to break-even point, and needed capital.)*

**Year 1 Year 2 Year 3**

Revenue $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

Expenses $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

Net $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

Start-up costs for *(your company’s name)*:$\_\_\_\_\_\_

Accrued debt through break-even point: $\_\_\_\_\_\_

Capital needed: $\_\_\_\_\_\_

***Marketing***

*(What methods will you use to attract your target market? Where can your market be found?)*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_