

Executive Summary

The Executive Summary is a crucial part of the marketing plan. Most readers decide whether or not to read the full document, based on their impression of this chapter. Therefore, it should give the "five minute reader" a clear and concise view of your service and the business opportunity.

The Executive Summary presents an overview of the full marketing plan: the general description of the service, the market, marketing objectives, marketing strategy, sales summary and marketing budget summary. Note: It is recommended that you write the Executive Summary upon completion of all other chapters of the marketing plan.