

Sample Executive Summaries

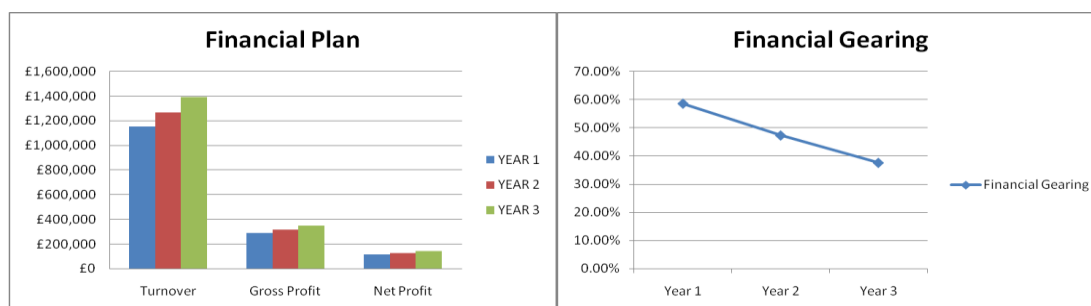
SUPREME BEAUTY LTD

Supreme Beauty is going to be a new retail business located on a busy high street in Handsworth, Birmingham. It will specialise in offering Afro Caribbean and European hair and cosmetics products for beauty conscientious consumers. It will also provide foot spa and nail treatment services for its clientele. Customers will be able to book online appointments on its website and also place orders for collection of supplies. Much of the business is going to be generated from Handsworth and surrounding areas. Supreme Beauty will benefit from the fact that, there are no other similar businesses in the locality and high degree of Afro Caribbean people living in the area that currently have to travel outside the area to source the necessary supplies.

The business is going to be run by Mr Thomas Bennett and his spouse – Mrs Diane Bennett. Both have many years managerial experience. They will also employ three full-time and four part-time Shop Assistants as the business is planning to open 7 days per week. Supreme Beauty will offer its services in a peaceful, relaxed atmosphere. It will also provide a friendly working environment, respecting creativity, inclusion and diversity.

The business will primarily source its products directly from established wholesalers from USA and China. Two main suppliers in the UK have also agreed in supplying the stock on thirty days credit. All hair and cosmetic products stocked will be of a high standard and in compliance with UK safety rules and regulations.

The business needs to raise £165,000 start-up capital. Mr and Mrs Bennett will inject £90,000 from their own savings and borrow the remaining £75,000 over a ten year period. This will be used to acquire 10 year lease on a currently empty premises recently renovated with a break-out clause in year 3 and 5 with a deposit of £8,000. £5000 Rent will be paid quarterly in advance. Fixtures, fittings and equipment will be purchased locally costing £45,000 and investment in stock of £92,000. The remaining amount will be used for working capital purposes. Weekly sales are expected to be initially £22150 rising by 10% per annum. The financial highlights expected are as follows for the first three years.



PET GRANDMA INC.

Our Mission

Pet Grandma Inc. 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 Inc. 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 Inc. 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 LLP
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 Inc. 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

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 nine 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 six 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 Inc. will provide is sure to appeal to cat and dog owners throughout the West Vancouver area.

Start-up Financing Requirements

We are seeking an operating line of \$150,000 to finance our first-year growth. Together, the co-owners have invested \$62,000 to meet working capital requirements.

This concludes the executive summary example based on the fictional company Pet Grandma Inc.

Source: <https://www.thebalancesmb.com/business-plan-executive-summary-example-2948007>

NATHALIES LIMITED

The Business Concept

This business plan is for a new retail concept in the high street locally primarily selling women's clothes, accessories and fashion home wares. Nathalies Limited is a trading incorporated company requiring initial investment for stock and working capital for the first six months.

The company is spearheaded by Nathalie Yielding a successful seasoned business woman who has three similar stores in neighbouring towns.

The Nathalies Brand

This is a continuation of a proven concept under the "Nathalies" brand. The current stores generate £951,000 sales and £184,000 profits between them on an annual basis. The brand targets women between the ages of 21 to 59 providing a unique "boutique" environment selling items from less known designers.

The new store will additionally offer unique silver, platinum and gold jewellery collections sourced from designers in the Birmingham Jewellery Quarter which will be exclusive to this shop. The niche has limited competition and the closest real competitor is in the city centre with prices approximately 28% higher than ours due to the increased costs of operation.

Products Sold in Store

Nathalies will primarily sell limited stock of designer clothing complemented by fashion accessories:

- Designer collections from up and coming designers graduated from the University of Arts degree programmes
- Smaller stock of known designers
- Fashion accessories such as hats, scarves, shoes and coats
- Jewellery pieces including bracelets, rings, earrings, necklaces and belts

Revenues and profitability

Gross sales for this shop in the first year of operations are forecast to be £343,000 growing at 29.5% for the subsequent two years. Net margins based on current experience will be 19.3% slightly increasing over time.

The directors will be introducing £80,000 into the business. The investment requirements are for an additional £209,500 to cover shop fittings, initial stock and working capital in the first nine months.

Staffing Requirements

Staffing required for this shop are one manager and two assistants. The shop will be open seven days per week 10am to 6pm. A part time assistant will cover holidays and sickness.

Source: <https://www.teneric.co.uk/templates/business-plan-executive-summary>

ROWLINGS LIMITED

Summary

Rowlings Limited is a new company developing an online concept providing tuition and guidance on starting and running small businesses. The company is funded by Timothy Jenkins and Catherine Rowlings who have directorships as three current successful businesses. Their current portfolio generates £3.8 million in sales with a profit of £634,500 per year.

The market and business

The business will be driven through a new part subscription website with access to trial services to showcase the elements offered. All parts of starting and managing businesses will be provided including access to discounted start-up investment funds, a discount club on utilities and insurance together with an advanced section to provide mentoring and coaching skills.

Core product offerings

Rowlings are providing four core services in the first 18 months:

- Membership subscriptions for the paid services
- Premium subscription services for the business mentor programme
- Commissions from recommended third party services
- Shareholdings in a number of successfully funded start-ups

These services will be supplemented by advertising and sponsorship for the trial and free products with additional membership levels introduced at the beginning of year two targeted at university students. Services will be provided to high street businesses as well as internet professionals operating traditional online stores such as Amazon and eBay.

Revenues and profitability

Revenues from membership fees for the first 12 months are forecast at £130,000; premium services £76,000 and commissions £12,000. Year two these are budgeted at £290,000, £185,000 and £28,000 with year three at £540,000, £274,000 and £45,000. Gross profits are estimated to be £10,000 in year one rising to £230,000 in year three.

Management team

This business is owned and run by Timothy Jenkins and Catherine Rowlings. Design and technical investment is being outsourced. There are two other staff members who manage the online access, telephone helpline and content development. Initial investment provided by the owners is £45,000 with £123,000 required by bank finance.

Source: <https://www.teneric.co.uk/templates/business-plan-executive-summary>