**Executive Summary**

* **The Mission Statement** – This explains what your business is all about. It should be between several sentences and a paragraph.
* **Company Information –** Include a short statement that covers when your business was formed, the names of the founders and their roles, your number of employees, and your business location(s).
* **Growth Highlights** – Include examples of company growth, such as financial or market highlights (for example, “XYZ Firm increased profit margins and market share year-over-year since its foundation). Graphs and charts can be helpful in this section.
* **Your Products/Services --** Briefly describe the products or services you provide.
* **Financial Information** – If you are seeking financing, include any information about your current bank and investors.
* **Summarize future plans** – Explain where you would like to take your business.

With the exception of the mission statement, all of the information in the executive summary should be covered in a concise fashion and kept to one page. The executive summary is the first part of your business plan many people will see, so each word should count.