**“Executive Summary” Business Plan**

A business plan is a ***statement of your business goals, the reasons you think these goals can be met, and how you are going to achieve them***. If you start a business without a plan, you will soon be overwhelmed by questions you haven’t answered.

Instructions: Create a 1-2 page “Executive Summary”-style business plan for your model business. First, go back and review Chapter 6.1, “What is a Business Plan”.

Upload to Canvas when finished. Then place a printed version in your business plan binder.

Follow this format:

* Title: Executive Summary for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name of business)
* Mission statement
* Business name and location
* Date business will begin
* Owner’s name, function, and contact information
* Opportunity
* Product or service
* Economics of One Unit (see Ch. 2, pages 36-37)
* Future plans

Make your business plan look organized and professional! Keep the length (at this point) at 1-2 pages. We will be looking at these in a future class.