

Example: Executive Summary

Identity Statement

Macrolink Action Plans Inc. (Macrolink) is a privately held corporation headquartered in Prince George and registered in the Province of British Columbia. Founded in 1987, the business has focused mainly on delivery of training throughout Northern BC. This business plan is the owner's roadmap to reconfigure the business and implement a new marketing strategy for growth. The owner and principal shareholder is Dan Boudreau.

Mission and Vision

Macrolink provides practical, affordable business planning solutions for do-it-yourself entrepreneurs. The vision is to be the resource of choice for entrepreneurs, ensuring customer satisfaction every time.

Description of Products and Services

Each year millions of people get involved in starting businesses. Most of those who successfully navigate the start-up phase will need a business plan. While it may be realistic for well-educated and adequately funded entrepreneurs to create a business plan, many do not have MBAs or deep pockets. Most are taken aback to learn they must write a business plan and are stressed by the realization that they will have to do it themselves. Tragically, many give up in frustration instead of starting their dream business. Macrolink Business Planning products and services empower novices with viable proposals to prove their business case and create a meaningful business plan. Macrolink offers the following products and services:

1. Books for Business Planners
2. Digital Tools for Business Planners
3. Workshops for Business Planners
4. Facilitator Manuals for Business Plan Counselors and Trainers
5. Consulting and Business Plan Coaching

Trends and Objectives

This business plan is built on the following trends and key points:

- It has become more complex to start and operate a business in the past 20 years.
- The book publishing Industry is growing; it has become easier for individuals to participate.
- E-books are the fastest growing area of the book publishing Industry, particularly how-to books.

- The fastest growing types of businesses are non-employer service businesses.
- 300 million or 12.5% of the workforce in 40 countries are involved in entrepreneurial activity.
- In Canada and the United States alone, more than 11,000,000 people are trying to start a business at any given time. The writer estimates 20% will invest a minimum of \$50 on business planning products, creating a potential market of \$110,000,000 for business planning products.

This business plan includes a strategy to penetrate the market for business planning products and to achieve modest sales targets and success in the marketplace.

Competition and Advantages

There are a number of business planning books and digital products already available in the marketplace, ranging from free to very expensive. Macrolink's success rides on the following competitive advantages:

1. The 99-step RoadMap™ makes business planning manageable for ordinary people.
2. The digital products transform business planning into a safe, fun learning adventure.
3. The workshops offer learners with a practical, interactive way to explore entrepreneurship.
4. The facilitator manuals and materials offer counselors and trainers a fully integrated, ready to use business planning and training system.
5. The consulting and coaching services are affordable, effective, and efficient.

Keys to Success

The keys to Macrolink's success in the marketplace are:

- Successfully penetrating the market by reaching individual entrepreneurs.
- Providing consistently high quality products and services at affordable prices.
- Achieving brand recognition in the minds of the target customers.
- Developing co-marketing alliances with strategic organizations.
- Attracting a major publisher or distributor within three years.
- Keeping overhead to a minimum.

Qualifications

Dan Boudreau, President and CEO, has been involved both as a decision maker and an analyst in projects and business proposals ranging as high as \$16 million. As a business owner since 1979, Boudreau has a first-hand understanding of the challenges faced by business owners. Since 1990 he has coached thousands of entrepreneurs through the business planning process. For over 10 years Boudreau has served on the Finance and Lending Committee for Community Futures Development Corporation of Fraser Fort George. This has equipped Boudreau with knowledge and insight into a broad range of small and micro businesses.

Purpose of this Business Plan

This business plan has been created to:

- Serve as the blueprint for Macrolink Action Plans Inc.
- Provide a real living sample business plan to use as a teaching aid.
- Provide benchmarks for evaluating Macrolink's success in the future.
- Communicate the Macrolink Vision to others.

Executive Summary Example (Continued)

Purpose of this Business Plan

This business plan is scheduled for implementation beginning September 2009, with first year sales forecasted at \$128,242, a little over 1% of the total potential market.

The owner is not currently seeking any financing.