

Executive Summary

Name: _____

Company: _____

Date: _____

Company Information

1. What is the description of your company?

A. Product/Service

1. What is your product/service?
2. Who is your ideal customer?
3. What make you different from your competitors?

B. Sales & Marketing

1. How do you market to your customer?
2. What is your pricing strategy comparing to your competitors?

C. Financial Information & Projection

1. What are your sales for last 12 months and projected sales for next 12 months?
2. Do you have a financial plan for next 3 years? If yes, what is the plan?
(for example, obtaining \$10,000 to expand the business)

D. Future Plan

1. Where would you like your company to be in 5 years?
