

University Of Abdelhafid Boussouf-Mila

Faculty of Economics, Commercial &

Management Sciences

Lecture Two: Executive Summary



Addressed To master one Students-Semester 1

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1. Introduction

In any business plan, one of the most important parts is the Executive Summary. It is the section that appears at the very beginning of the business plan, but in reality, it is usually written last. The reason is simple: the Executive Summary is a short overview of the entire business plan. It summarizes the main points, including the business idea, goals, products or services, target customers, and financial expectations.

Even though it is short, the Executive Summary is extremely important. Investors, banks, or business partners often read this section first to decide whether they will continue reading the rest of the plan or not. If the Executive Summary is clear, persuasive, and attractive, it creates a positive first impression.

2. Importance and Role of the Executive Summary

The Executive Summary plays a critical role because:

1. It gives the first impression of the business.

If this part is weak or unclear, the reader may lose interest.

2. It saves time for decision makers.

Investors and managers are usually very busy. They don't have time to read long documents at first. The summary helps them understand the business quickly.

3. It highlights the key points of the business plan.

It answers essential questions such as:

What is the business idea?

Who are the customers?

How will the business make money?

Why will it succeed?

4. It persuades the reader to continue reading.

The goal of the Executive Summary is to make the reader interested enough to look at the details later.

In short, the Executive Summary is the "door" to the business plan. If the door is attractive and well designed, people will enter.

3. What to Include in an Executive Summary

Although this section is short, usually between one paragraph to one page, it should cover the main points:

Business Name and Location

Introduce the company briefly.

Business Mission or Purpose

Explain what the business aims to do and why it exists.

Products or Services Offered

Describe what the business will sell.

Target Market

Identify who the customers are.

Competitive Advantage

What makes the business special or different from others?

Basic Financial Projection (optional in small summaries)

Expected sales, costs, and profit.

This information does not need to be detailed. The aim is to summarize, not explain everything fully.

4. Language Focus: Persuasive and Concise Writing

Since the Executive Summary is short, every sentence matters. The language must be:

Concise, meaning short and direct.

Clear, without complicated or vague expressions.

Persuasive, meaning it should convince the reader that the business idea is strong, realistic, and has potential.

To be persuasive, we often use strong verbs and confident statements.

For example:

Instead of saying:

“We hope that our product will interest customers.”

We say:

“Our product meets a real customer need and provides an efficient solution.”

Strong, confident language builds credibility.

5. Example of a Simple Executive Summary Paragraph

Here is a short model to help you understand the tone:

> Bright Café is a small coffee shop located near the university campus. Our mission is to provide affordable, high-quality coffee and a comfortable study environment for students. We offer a variety of drinks and light snacks using fresh ingredients. Our target customers are university students aged 18–25. What makes our café special is the quiet study area, free Wi-Fi, and student-friendly prices. With high student traffic in the area and growing demand for relaxing study spaces, Bright Café has strong potential for success.

This is short, clear, and covers the main ideas.

6. How to Write an Executive Summary (Steps)

1. Write it at the end, after completing the full business plan.
2. Identify the key points from each section of the plan.
3. Write them in short, direct sentences.
4. Check tone: make sure it sounds confident and professional.
5. Keep it brief: usually half a page is enough.
6. Review it: remove any unnecessary words.

7. Conclusion

The Executive Summary is a small section, but it carries great importance. It introduces the business idea clearly and motivates the reader to continue reading the full plan. It should be short, precise, and persuasive. By mastering this skill, you show professionalism and confidence in your business idea.

