

Box 5.10b: Questions to paragraph

Economics and business studies

- What is one of the most important aspects of a business plan?
- Where does the executive summary appear?
- What does an executive summary do?
- What does it include about the purpose of the business?
- What information does it include about the business?
- What does it include about the product or service and about company background?
- What does it include about the market and finance?



Paragraph

One of the most important aspects of a business plan is the executive summary, which appears at the start of your document. The executive summary gives the reader a quick overview of the business plan. It should include the statement of purpose, or the objectives of your business. It should also include information on the company background and the company's product or service as well as providing an overview of your strategy. Moreover, it discusses the market potential for your product or service and financial projections for at least three years.



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