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## EXECUTIVE SUMMARY

## A close up of a logo  Description automatically generatedEXECUTIVE SUMMARY

Your summary should highlight clearly where your company stands at this moment in time, where you want to take the company and how you will get there. It is a summary of all information given throughout your plan.

Your summary should be 30% about your company and 70% about your expansion plans. Some points to consider:

**As the executive summary states, it is a summary**. Start with stating your value proposition and summarize every module you have been working on. You want to convince your banker, investor, trade commissioner, and so on to read the rest of your plan and the more detailed information. Make sure not to waste your readers’ time.

**Keep it short – maximum 2 pages long**. Resist the temptation to include details in your export plan’s executive summary. The purpose of an executive summary is to present important facts and entice your readers to read the rest of your export plan, not tell them everything.

**Keep your language strong and positive**. Be assertive in your descriptions and forecasts. Avoid writing in conditional tenses which tend to weaken your narrative. For example, instead of writing, “expansion to Mexico might increase our market access to government contracts”, write “our increased presence in Mexico will give us access to very profitable government contracts”.

**Polish your executive summary**. Make sure it flows and reads easily. It should be clear and straight to the point. Enroll someone who has not been involved in writing your plan to read it with outside perspective and make suggestions for improvement.

**Tailor it to your audience**. Although you export plan will remain the same for all your readers, you should adjust the executive summary to your audience. For example, if your purpose is to attract investors, focus on the ROI they will achieve by investing with your organization. If you need the help of your private bank, focus on management's experience and how you can minimize their risks. ﻿

Remember, the executive summary will be the first thing your readers will read. Make sure it does not become the last thing they read by writing it poorly.

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