**Executive Summary Template**

This executive summary template contains:

* High-level recap (total sales or product vision)
* Top trend driving the business direction
* Other notable trends
* Key competitive insights
* Summary of key actions & goals

**EXECUTIVE SUMMARY**

The 2021 Marketing plan for XYX Company is designed to increase sales and brand awareness. XYX Company offers WIDGET A and WIDGET B at affordable prices consistent with the vision: “Our success comes from providing the most expansive selection, and fast, free delivery". In 2021, we will generate $X million in sales by achieving Y new customer sign ups (+X% year-over-year) and a monthly retention rate among existing customers of 80% (+Y% year-over-year).  
**[High-level recap of total sales or product vision]**

Dominated by rapid technological progress in the industry, the WIDGET A portion of business is slowly declining (-x% year-over-year), replaced by growth in the WIDGET B portion of the business (+y% year-over-year), with overall growth of X% YoY. The changes in the WIDGET A portion of the business makes it even more important to have great marketing plan to strengthen the brand name and profitability of the Widget B portion of the business. As a result, this marketing plan focuses on the WIDGET B business.  
**[Top trend driving the business direction and strategy]**

There are environmental factors affecting XYX Company economic, social cultural, technological, political and legal factors all these factors and many more ether positively or adversely affect XYX Company but the major five actors are explained in details on page X of this marketing plan. Apart from the external environmental factors a SWOT analysis is done to further describe the company and the industry.  
**[Other very important trends impacting business direction and strategy]**

XYZ Company has two product lines each facing a different group of competitors. WIDGET A competitors are Company X and Company Y with market share of 12% and 41% respectively while WIDGET B competitors are Company W and Company Z with market share of 8% and 15% respectively. Their strengths and weaknesses are analyzed in details on page X. XYX Company is still in the top position due to the strength of its brand, high selection, affordability, and delivery performance. XYX Company grew its customer base from 1 million to 5 million in the past five years, growing its market segment share from X% to Y%.  
**[Key competitive insights impacting financials, strategy and customer value proposition]**

**THIS EXECUTIVE SUMMARY NOW PRESENTS KEY ACTIONS FROM THE DOCUMENT. IN THIS CASE, WE ASSUME THIS IS A MARKETING DOCUMENT FOCUSED ON 4 KEY ACTIONS: PRODUCT, POSITIONING, PRICING AND PROMOTION.**

The key components of our marketing strategy to achieve Y new customer sign ups (+X% year-over-year) and a monthly retention rate among existing customers of 80% (+Y% year-over-year) are the following:

1. **PRODUCT**: Launch 20 new widgets in our targeted segments X, Y And X by 12/31/2021. New product introductions are forecasted to cost $X million and generate $Y million new customer signups in 2021, as outlined on page X.
2. **POSITIONING**: Upgrade our value proposition with a lifetime guarantee and 24/7 phone support, aimed at making XYX Company the most trusted and helpful option to help with your widget needs. XYX Company positions itself as a convenient, great choice of WIDGETS and affordable. The perceptual maps have been prepared to elaborate the positioning aspect refer to page Y.
3. **PRICING**: We plan to maintain a similar pricing strategy as last year, but will launch X new pricing promotions aimed at retaining XK customers from the Y million customers that are expected to unsubscribe in 2021, increasing our monthly retention rate from 77% to 80%. Our pricing analytics and key learnings are outlined on page W.
4. **PROMOTION**: Based on our return-on-investment calculations, we will focus 80% of our promotion effort of $XM on channels X and Y, to achieve X million new signups by 12/31/2021.

**[Summary of key actions and goals]**