**EXECUTIVE SUMMARY TEMPLATE  
FOR A BUSINESS PLAN**

This executive summary contains:

* Key strategy and financial objectives
* Strategy justification and input goals
* Vision for the customer experience
* Operations and leadership overview

**EXECUTIVE SUMMARY TEMPLATE:**

This strategic business plan is an overview of our strategy to launch XYZ SEAFOOD, a new Seafood Restaurant and Cocktail Bar in City X. In 2021, we plan to invest $400,000 to open this new restauration at Location X. XYZ SEAFOOD will generate $1 million in sales in its first year with a projection of 10,000 new customers.

**[Key strategy and financial objectives]**

The restaurant will primarily target business people coming to Location X. This target customer base has been chosen as a result of increasing business activities and conferences as a result of the opening of a new conference center on August 2020. The success of several other restaurants near the conference centers have shown that business visitors crave premium dining experiences featuring local specialties. Because the restaurant offering is only X per 100K business visitors, we believe there is still room to open additional premium dining experiences to capture local demand from business visitors.

**[Strategy justification, why it will be successful, and key input goals to meet financial objectives outlined in 1st paragraph]**

In XYX Seafood, customers will experience a completely new theme for enjoying their preferred local food specialties, with dining experiences ranking from $X (base entrée) to $Y (3-course menu). The theme of the restaurant will be focused on Salmons due to the region’s strength in Salmon fishing and reputation across the country. This restaurant also includes a cocktail bar to appear to the Happy Hour and early evening crowd. This bar will offer over 150 liquors from different origins with high quality service focused on custom cocktails. See our customer value proposition plan and vision on page 6 for details on the customer experience.  
**[Customer value proposition, mission, vision]**

To ensure a successful launch, we have outlined an execution plan and timeline (page 9 for details) outlining the methods, operations, and infrastructure management. This restaurant will be developed by a dynamic and hard-working team of managers with previous experience in opening successful new locations (page 12 for details on executive and manager team).

**[Operations details – why the management team should be trusted to operate the business successfully]**