

Executive Summary

Task: Now that you have completed all the important parts of your tourism plan it is time to create an executive summary.

The purpose of the executive summary is to introduce your business, your business goals and your business opportunity. A summary of your entire plan.

Introduce your business by answering the following questions:

- What is the purpose of the business?
- Who runs the business and how many employees will you employ?
- What is the unique experience you are selling?
- Who is your target market and why would they be interested in your product?
- What are your business goals?
- Where do you want your business to be in five years?

Consider as you write that the investors will be asking themselves, **“Why should I invest in this business?”**

Refer to page one of the marketing plan example.