**Your Page 1-*Business* Overview – (this is the first page of your plan, after your table of contents and should contain the following)**

1. *Executive Summary“-Executive Summary is a one paragraph summary” location, idea, how you will make money?*

*The following is an Example of an Executive Summary;*

***Pet Grandma*** offers on-site pet sitting services for dogs and cats, providing the personal loving pet care that the owners themselves would provide if they were there. Our clients are dog and cat owners who choose to leave their pets at home when they travel or who want their pets to have company when their owners are at work. Our business will be a general partnership with both owners sharing equally in ownership responsibilities. Pet Grandma will be located at 123 Sewell Street on Fredericton’s north side on the property of one of the owners. There is a great opportunity for our business to be successful as market research shows that 9 out of 10 pet owners polled in Fredericton would prefer to have their pets cared for by another person when they are absent. Also, our target market has grown significantly over the past three years with the number of pet owners rising from 200 to 8000. The biggest challenge faced by our business will be capturing market shares from our well-established competition that already exists in the city, including on the north side.

**Please remember that your Executive Summary must contain:**

* your business name
* the legal form of business
* the location of business
* 2 advantages of your business (or two things that will help to make your business successful)
* 1 challenge faced by your business (or one thing that might stand in the way of your business being successful)

1. *Mission Statement-* speaks a bit of who you are, your target market and or your product or what you are best at.

JONES SODA- Run with the little guy... create some change.

*Nike-*"To bring inspiration and innovation to every athlete in the world."

To refresh the world...  
[Coca-Cola corporation](http://www.coca-cola.co.uk/about-us/coca-cola-mission-vision-statement.html)-“To inspire moments of optimism and happiness...  
 To create value and make a difference."

1. *History-* how it all came together, my idea and my inspiration.
2. *Type/Structure of your organization- partnership, sole proprietorship etc.*