

I. Executive Summary

An executive summary, or management summary, is a short document or section of a document, produced for business purposes, that summarizes a longer report or proposal or a group of related reports in such a way that readers can rapidly become acquainted with a large body of material without having to read it all.

You need to go over this entire document first before writing the Executive Summary. That way, you'll have thought through all the elements of your startup and be prepared to summarize them. However, keep this section in mind as you create your business plan.

Introduction

Business Name is a food truck company startup, designed to provide a healthy food and drink on the go alternative to street shoppers. **Business Name** will compete with the classical brick and mortar fast food restaurants, currently considered by an increasing number of consumers as an unhealthy habit. The company is located in City Name, State. We are aware that the startup failure rate is estimated to be between 80 and 90 percent and that only 47 percent of the retail companies continue to function after their fourth year of operations. We believe in addressing these issues and in creating effective financial and operational plans designed for preempting risks, which will ultimately be the base of our success. We are also aware that the current market growth in the domain of mobile food purchase offers us a unique opportunity to start and develop our business. The biggest current challenge in this field is the legal background, varying between states and placing stringent constraints on the operation of food trucks. This topic will be discussed in the risk assessment section.