

Example Executive Summary – Jennifer Rain, Purchase of Existing Health Food Store

I wish to purchase an existing health food store which supplies nutritional supplements and fresh organic produce to customers in Edmonton, Alberta. [Name of store] has been established for 10 years and is already incorporated.

The store is located: [address]

As well as providing food supplements and fresh produce, the store also provides rental space to local holistic practitioners. As part of this purchase, I will also be launching a new mobile service to residents and restaurants in the West End of the city, delivering locally grown, in season vegetables, organically raised meats and dairy products.

To support this purchase, I am seeking a business loan of [x amount] to supplement my own funds of [x amount]. The business has a current turnover of [x amount – 2015]

I have been working as manager in this health food store for 5 years and also have qualifications and experience relevant to the industry which places me in an ideal position to take over the business. I am an advocate for healthy living and specifically support locally produced produce by serving on [name of boards, groups etc].

My anticipated business ownership will commence November 2014; and the organic food delivery service will be launched April 1st, 2015. Prior to that I also will be relaunching the practitioner rental space in January 2015.

My key business goals are:

1. To create a further 3 part-time positions by Spring 2015 bringing the total employees up to 5.
2. To launch the home-delivery business by Spring 2015
3. To generate combined business totals for Year 1 of \$100,000, rising by at least 25% in Year 3.

The store already has a large, loyal group of regular clientele made up of mainly young affluent couples (single and with young children) and single women (from all age groups). I am seeking to increase awareness of the business and so extend this group of clientele by:

1. Starting a membership/loyalty program
2. Increasing our social media presence
3. Updating our website to advertise our existing products and services and also allow online bookings for the home-delivery service
4. Running information sessions regarding healthy living topics

This document expands on each of the points above and also contains a full cash-flow analysis for the first 3 years of business in the Financial Plan section. In the Appendix you will find key profit and loss statements from the existing owners.

Thank you for taking the time to assess my request.