

Executive Summary

- What does the business do?
- What do you want?
- Who are you?
- Credibility?
- Future goals?

Business Description

- Where is the business?
- Who owns the business?
- Who is running the business?
- What is the background of the management team?
- What do you want to do?
- How are you going to do it?
- How long have you been in business

Questions to ask yourself:

- Is this initially a marketing problem?
- How can I grab the attention of the reader?
- What makes this opportunity unique or interesting?
- Why choose this business?