**What is an executive summary?**

An executive summary provides an overview of a larger document or research and is usually the first thing your reader will see.  Oftentimes, executive summaries are the only place decision makers will go to determine if action is warranted on a particular action or idea.  Executive summaries will analyze a problem, drawn conclusions, and recommend a course of action in a complete but brief synopsis.  Remember, the people who are reading the summary often do not have much time, so your executive summary must grab their attention and entice them to read through the larger, more in-depth documentation.

**What is a company description?**

A company description **(sometimes referred to as an “about me” or “bio” section)** is defined as a general overview of your company as well as who you are as a business owner. Anyone who reads your company description should get a clear idea of what your business does as well as the hole you’re working to fill.

**Market Analysis?**

A market analysis is **a quantitative and qualitative assessment of a market**. It looks into the size of the market both in volume and in value, the various customer segments and buying patterns, the competition, and the economic environment in terms of barriers to entry and regulation.

**Competitive Analysis?**

Competitive analysis in marketing and strategic management is **an assessment of the strengths and weaknesses of current and potential competitors**. This analysis provides both an offensive and defensive strategic context to identify opportunities and threats.