

An **executive summary** is a concise summary of a business report. It restates the purpose of the report, it highlights the major points of the report, and it describes any results, conclusions, or recommendations from the report.

An executive summary should be aimed at an audience that is interested in and wants to learn more about the purpose of the main business report.

An executive summary should...

- Be presented as a document that can stand on its own
- Be one to three pages, depending on the length of the report

Sample Executive Summary: Sunco

I.M. Student

The University of Arizona Global Campus

BUS 123: Principles in Business

Professor Tough

May 15, 2050

Note: For academic purposes, a [title page](#) is attached to the executive summary. In the professional world, however, this is not required.

Sample Executive Summary: Sunco

Through partnering with utility companies and other energy regulators, Sunco can make renewable energy a dependable option for our customers. The opportunity, recommendation, timeline, and cost are provided in this report.

In the [introduction](#), the writer quickly (a) states the purpose of the report and (b) highlights the major points within the executive summary and the full business report.

[Section headings](#) are used to show the different parts of the report.

Opportunity

In the absence of a national “smart” grid, which would increase “pricing transparency, as well as enable a host of consumer-producer interactive transactions” (Contreras, 2012, p. 645), we here at Sunco, as producers of renewable energy, have run into the problem of getting our services to the customers who demand them. Similarly, our consumers who generate renewable energy on-site from solar panels and wind turbines have also run into the problem of permits, regulations, and service charges that vary from state to state and utility to utility (Ryor, 2014). Currently, the main challenge is convincing local utilities of the economic viability of renewable energy, and since the energy supplied is undifferentiated, the general customer base is unaware that other options exist.

Solution

Describe any **results, conclusions, or recommendations** from the report.

Since we, as a company, lack the necessary knowledge and authority to enable our services to be accessed and expedited in a way that would make them economically feasible in the existing system, we seek to engage in a partnership with utilities and regulators around the country to grant our clients exclusive, contractual “renewable energy options.” These options will standardize and simplify contracting processes and fees for our “behind-the-grid”

customers and require utilities to offer renewable energy alternatives to our “on-the-grid” customers. Of course, the on-the-grid renewable energy the utilities offer their customers will be supplied by Sunco.

In return for these waivers, we will offer to finance energy efficiency renovations for their customers’ (our customers’) homes, which would include weatherizing and sealing, the installation of smart appliances and meters, and use the energy savings generated from these improvements to repay the loan and give the remaining 50% of the savings to the utility and customer to split. So, our customers will not only get the renewable energy they want and the savings at the meter but will also get the updated information systems they will need to optimize their energy use in the future. The utilities will benefit by the lessening of demand on their plants not only through employing our renewable energy resources as an option for their customers but also by decreased consumption at the meter from smart technology (Friedman, 2008). This initiative will increase our company’s market share and the energy industry as a whole since regulators will no longer be giving the unlimited power they deliver, but instead for the power they save.

When the student refers to ideas from the research, those sentences are [cited in APA style](#).

Because the **timeline and the costs** are included within the overall business report, a short summary of this information should also be included in the executive summary.

Timeline and Costs

estimated 5 years to complete, with gradual phases being completed within this time. An investment of \$1,000 to \$2,000 would be adequate to “energy renovate” most dwellings to the degree that power savings would be substantial for clients.