What is an Executive Summary?

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 can...

• Be presented as a document that can stand on its own
• Be one to three pages, depending on the length of the report
• Be part of a larger Business Report
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.

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

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 change the
energy industry as a whole since regulators will no longer be giving incentives for
the unlimited power they deliver, but instead for the power they save.

**Timeline and Costs**

This solution will take an 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.

Include a references page if the executive summary is a stand-alone document or assignment.

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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.

When the student refers to ideas from the research, those sentences are cited.