

Discussion question

Business



Discussion Questions Benjapon's executive summary sounds more of a narrative than giving out a synopsis. It spills the beans all over which is not a good example of drawing up an executive summary. The narrative form casts an impression that nearly each and everything within the business plan has been mentioned within the executive summary which is not the norm as far as understanding executive summaries are concerned.

2.

If I were an investor, I would not be much moved by the business plan of Benjapon's. This is because it is too messy to begin with. It does not convey the point in short rather gives significance to all the pointers within the executive summary itself. I would not continue reading the business plan because my interest would have largely faded by then.

3.

The thing I like about the executive summary is that it gives details yet what I dislike about it is the fact that too much is written right in the beginning which is not a good sign for the eventual business plan. One does not need to tell the whole story right up front because it drops the interest factor completely. However, I like how the writer has brought together items on the agenda of the business plan and how this has meant putting things across to the readers.

4.

I would suggest that Jivasantikarn make the relevant changes where required. This shall mean that the business plan is made more precise rather than extensive as it is now. Also the executive summary must be to the point and not as detailed as it is at present.