**Sample 1 of Executive Summary**

(Accounting and Finance)

**EXECUTIVE SUMMARY**

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| This report provides an analysis and evaluation of the current and prospective profitability, liquidity and financial stability of Outdoor Equipment Ltd.   | Background |
| Methods of analysis include trend, horizontal and vertical analyses as well as ratios such as Debt, Current and Quick ratios. Other calculations include rates of return on Shareholders Equity and Total Assets and earnings per share to name a few.   | Methods of analysis |
| All calculations can be found in the appendices. Results of data analysed show that all ratios are below industry averages. In particular, comparative performance is poor in the areas of profit margins, liquidity, credit control, and inventory management. | Findings |
| The report finds the prospects of the company in its current position are not positive. The major areas of weakness require further investigation and remedial action by management.  | Conclusions |
| Recommendations discussed include:* improving the average collection period for accounts receivable
* improving/increasing inventory turnover
* reducing prepayments and perhaps increasing inventory levels
 | Recommendations |
| The report also investigates the fact that the analysis conducted has limitations. Some of the limitations include:forecasting figures are not provided nature and type of company is not known nor the current economic conditions data limitations as not enough information is provided or enough detail i.e. monthly details not known results are based on past performances not present. | Limitations of the report |

**Sample 2 of Executive Summary**

(Marketing)

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| This report was commissioned to examine why the sales volume of Choice Chocolate has dropped over the past two years since its peak in 1998 and to recommend ways of increasing the volume.  | Terms of referenceStatement of problem/ topic |
| The research draws attention to the fact that in 1998, the market share of Choice Chocolate was 37%. The shares of their key competitors such as Venus and Bradbury were 22% and 18% respectively. The size of the chocolate market then was $36 million. Over the next two years, although Choice Chocolate retained its market share the volume of sales in the whole market decreased to $29 million. Further investigations reveal that this market shrinkage coincided with an increase in health awareness amongst consumers who regard the milk and sugar ingredients in chocolate as negative;moreover, since the second half of 1999, an increasing number of rival ‘health candies’ had appeared on the market. These claimed to offer the consumers a healthy alternative. These factors appear to be the major causes of the decreased sales volume of Choice Chocolate.  | Key findings |
| Slim Choice is the latest chocolate range put forward by the R & D Department of Choice Chocolate. The report evaluates this range and concludes that it would be an ideal candidate to meet the challenge presented by the market and could satisfy the new consumer demand since it uses significantly reduced milk and sugar ingredients and is endorsed by renowned health experts. According to 97% of the 2000 subjects tested recently, it also retains the same flavour as the original range. | Problem solutions |
| It is recommended:ey-bullet that Choice Chocolate take immediate measures to launch and promote Slim Choice alongside its existing product range;ey-bullet that Slim Choice adopt a fresh and healthy image;ey-bullet that part of the launch campaign contains product endorsement statements by renowned health experts;ey-bullet that Slim Choice be available in health food shops as well as in traditional chocolate retail outlets |  |
| Conclusion? |  |

**Sample 3 Executive Summary**

(NGO Project Report)

**EXECUTIVE SUMMARY**

This report of the education project in Jayapura covers all the activities completed in in the second phase of the project between January to April 2010. This phase covers activities for the After-school program as well as enhancement program for SMK students who study English at Universitas Cendrawasih, Jayapura, which have successfully been implemented. This phase of the project was supported by a total expenditure of Rp. XXXX, which is around 15% below the budget. In brief, the activities conducted in this second phase of the project have benefitted around 114 SMK students and their teachers to help them improve not just their English language skills but also life skills. The details of the activities are discussed below.