Unit 9

**Activity 9-1 Executive Summary**

**Directions:** It is time to wrap up the marketing plan and create the executive summary.

1. Write your notes for the executive summary. Make bullet points of the items you will include.

<<Place Answer Here>>

1. Use those bullet points and construct the summary, which should be no longer than two pages.

<<Place Answer Here>>

1. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document *FirstnameLastname*\_UnitActivity9-1.docx (i.e., JohnSmith\_UnitActivity9-1.docx).