

# Sample Executive Summary

## **Mission Statement**

The mission of Acme Office Furniture Store is to successfully supply businesses of all sizes with their office furniture needs. The company's customer-oriented mission is stated in our Corporate Promise:

- Offer a diverse profile of office furniture, from simple to high-end pieces, at competitively low prices
- Provide excellent customer service through knowledgeable, friendly, and helpful sales people
- Provide sufficient replacements, repairs, and refunds for any dissatisfied customers

This mission will carry these principles of the company onto the retail floor, as well as into the e-commerce environment.

## **Objective**

Acme Office Furniture Store's primary objective is to be a competitive player in the office furniture market. Currently, the majority of sales traffic comes from local businesses and some outlying areas already under contract with the company on the e-commerce side. As new expansion is under way to establish two more stores in Banksville, MA and Georgeville, MA, Acme intends to also promote their online sales division through aggressive internet marketing, and local cable advertising. This expansion will enable Acme to realize substantial sales growth over the next five years so that it can achieve specific financial objectives:

- Increase potential client base from thousands to millions by increasing exposure from local to national markets
- Increase sales revenue, margins and profitability
- Break even by the end of year one, and increase profitability every year for the next four years

## **Company Information**

Acme Office Furniture Store started in the garage of Michael J. Banks. Starting with custom-made furniture sold by word-of-mouth and over the Internet, Michael developed his skills and built his business until he was able to afford a manufacturing warehouse, where all furniture is now constructed.

The newly developed retail store, as well as the manufacturing plant and e-commerce division, employ a total of 113 employees.

## **Growth Highlights**

Over the past five years, Acme Office Furniture Store has grown from a small corner store to an entire sales floor with an average increase in revenue of 37% each year. In 2012, Acme grossed \$98,000 from the retail floor, in addition to another \$86,000 from e-commerce alone.

## **Products**

Acme provides a wide range of office furniture solutions, from a full line of ergonomically designed office chairs, to their Standard and Executive lines of quality desks, as well as cubicles, artwork, and more. Overall, Acme Office Furniture Supply meets the following office furniture needs:

- Desks
- Chairs
- Cabinets
- Storage furniture
- Seating
- Tables
- Accents and accessories

# Iraq Study Group Report Executive Summary

**Jin-Ying Zhang**



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