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BUSINESS PLAN FOR  
[YOUR RESTAURANT NAME]

ADDRESS   
PHONE   
NUMBER   
EMAIL   
WEBSITE

**Table of contents**

1. **Executive summary**
2. **Business description**
3. **Industry analysis**
4. **Marketing plan**
5. **Operations plan**
6. **Financial analysis and growth plan**
7. **Appendix**

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| **Step 1: Executive summary**  Summarize your main points, encouraging your reader to keep reading.  Briefly highlight the key elements you’re going to discuss, including:   * Your restaurant’s name, concept, and type of cuisine * Your mission statement * Your position in the market and what will set you apart * Your financial projections and break-even point * A summary of your potential costs and expected return on investment (ROI) |

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| **Step 2: Business Description Concept** Give a high-level overview of the concept for your new restaurant, including:   * The theme or concept of your restaurant * The kind of food and/or drinks you’ll serve * What price point you’ll sell at   **Service model**  Explain what kind of service model you’ll be using and why.  **Menu**  Explain your strategy for menu pricing, design, and engineering. Include a sample menu or menus for your restaurant (either here or in the Appendix).  **Design and layout** Give an overview of your restaurant design and layout, explaining how each element will complement your restaurant’s theme and brand.  **Management and ownership**  Introduce yourself and your management team with names, backgrounds, and responsibilities. Highlight all the relevant experience that will contribute to your success. |

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| **Step 3: Market Analysis  Location** Give details about the chosen or proposed location of your restaurant and why you chose it.  **Target market**  Describe your target market and give a couple of buyer personas.  **Market positioning and strategy**  Explain how you’ll reach your target audience. Talk about how you’ll be positioning and branding your restaurant.  **Competitive analysis**  Explain the current competitive landscape and how you’ll stand out from the competition. Include a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).  **Strengths** E.g.: What skills and experience do your team members bring to the table?  **Weaknesses** E.g.: What could set your financial projections back at the beginning?  **Opportunities** E.g.: What untapped market opportunities will let your business grow in your chosen or proposed location?  **Threats**  E.g.: What market challenges will need overcoming in your chosen or proposed location? How will your restaurant overcome them? |

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| **Step 4: Marketing plan**  **Public relations**  Talk about the PR strategy for your restaurant, like where you’ll send a press release or VIP invites to a soft opening.  **Advertising** Talk about the advertising channels you plan to use including digital channels (email marketing, paid search), flyers, and radio ads.  **Social Media**  Explain how you’ll use social media to reach your target market. Say which platforms you’ll use, what kind of content you’ll share, and how you’ll build a loyal online community. |

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| **Step 5: Operations plan**  **Compensation model**  Describe the compensation model you’ll be using for your team.  **Equipment and technology**  Mention key pieces of restaurant equipment you plan to purchase. Detail your point of sale (POS) system, inventory management software, and online ordering system.  **Kitchen layout and workflow**  Give an overview of your kitchen layout and what the workflow will be like for your team members.  **Inventory and suppliers**  Give an overview of the type of vendors you’ll use and how you’ll manage inventory and food costs. Include a cost analysis of food vendors, if relevant. |

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| **Step 6: Financial analysis and growth plan**  **Startup costs**  Detail how much funding you’ll need to get your restaurant off the ground, going through your biggest expenses.  **Financing and loans**  Describe the types of financing or loans you’ll be securing.  **Investment plan**  Describe the initial investment you’re hoping for. Show you plan to spend it during your first year of operation.  **Sales forecast** Give your projected weekly, monthly, and/or annual sales projections for your first year of operation.  **Projected profit and loss statement** Give a projected P&L statement to show how much money you expect to have made or lost by the end of your first year of operation.  **Break-even analysis** Explain the amount of revenue needed for your restaurant to make a profit. Compare this number to your sales forecast to see how long it will take for you to break even.  **Expected cash flow**  Detail your expected cash inflows and outflows for the first year of operation. |

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| **Step 7:Appendix (optional)**  Add any supporting charts, graphics, or other materials for investors, like:   * A sample menu or menus * Floor plans for your front-of-house and back-of-house * Design mockups * Additional financial charts |