

RESTAURANT BUSINESS PLAN TEMPLATE

Instructions

To customize each section, delete the **highlighted text** and add in your own information.

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BUSINESS PLAN FOR [YOUR RESTAURANT NAME]

ADDRESS
PHONE
NUMBER
EMAIL
WEBSITE

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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)

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).

Step 2: Business description

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.

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.

Step 3: Market analysis

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?

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.

Step 5: Operations plan

Staffing and training

Explain how many people you expect to hire, and for which roles. Mention the approximate pay for each role. Explain how you plan to recruit new staff and what the hiring and training criteria will be.

Go through your day-to-day team management approach, including how you'll handle payroll, scheduling, and reporting.

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.

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.

Step 6: Financial analysis and growth plan

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.

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