



[Your Restaurant Name]

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Restaurant Business Plan

[YEAR]

Prepared By

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[Your Tagline]

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Company

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1.

Executive Summary

Business Description

Mission Statement

Goals

Plan Summary

Capital Request



REMEMBER

The Executive Summary is the first page of your business plan, but it should be the last section you write. It acts as both the introduction to, and the summary of, your entire idea. It should summarize the key points that you have written in the rest of your business plan, including a brief description of your business, your mission statement, goals, credit

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Business Description



TIP

Provide a brief description of your restaurant operation. In a few sentences, help people who are unfamiliar with your business develop an understanding of what you serve, the size of your operation, and how you market your restaurant services. This may be very similar to the Business Overview section you wrote in the Business Description section of your business.

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Mission Statement



TIP

A mission statement describes the fundamental purpose of your restaurant business, what you do, why you do it, and for whom you do it. It identifies your food, services, and customers. A good mission statement can be used to define your business both internally and externally to employees, partners, shareholders, customers, and lenders.

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Goals



TIP

Goals help you communicate to others what you expect your restaurant to accomplish. They should be specific, measurable, and attainable. You may want to include separate business and personal goals, as well as considering both short term and long term perspectives.

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Plan Summary



TIP

Give a brief summary of your business plan. If you are starting a new business or making changes to your current restaurant business, describe what you intend to do, how you plan to do it, and the expected results. In particular, summarize your financial plan and your marketing plan. You may want to describe the key reasons you expect your plan will

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Capital Request



TIP

The most common reason for developing a business plan is to be able to present your ideas for a new or expanded business to investors or lenders.

After you have described your plan, they will want to know how much money you need and the purpose for which you need it.

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2.

Business Description

Business Overview

Location

Facilities

Business History

Ownership Structure

Management Team



TIP

Use this section and the following subsections to describe your restaurant business.

If you want a very brief business plan, write a full description in this main heading section and skip the subsections. You can

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Business Overview



TIP

Briefly describe your restaurant business.

- What food do you serve, or what services do you provide?
- What are your primary markets?
- What is the size of your restaurant business?

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Location



TIP

- Where is your restaurant located?
- Do you have multiple branches or locations?

You may want to enter the legal description of your restaurant business. Describe the advantages of the location for your val

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Facilities



TIP

Describe the size, type, and quality of your facilities and equipment.

What about processing or marketing facilities? Describe the condition of your equipment and facilities.

If the reason for your business plan is to start or grow

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TIP

Discuss how the design and layout of your restaurant will complement its brand.

- What kind of silverware and plateware will you use?
- What uniforms will your staff be wearing, if any?

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Design & Layouts

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Business History



TIP

Describe the history of your restaurant business and your value-added enterprise(s).

- When and how did it start?
- How long have you owned or managed it?

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Ownership Structure



TIP

Describe the ownership and legal structure of the business.

- Is it a sole proprietorship, partnership, corporation, limited liability partnership, or cooperative?
- Why did you choose this particular ownership structure?

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Management Team



TIP

Share the names of the people on your executive team, as well as their shared and individual responsibilities. Examples: CEO, COO, Managing Partner, General Manager, Kitchen Manager, Chef, Director of IT, etc.

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JOHN DOE

CEO - johnd@example.com

Briefly describe his qualifications and his management/business roles.

3.

Menu



REMEMBER

Share a sample menu to be used at your restaurant, including separate menus for breakfast, lunch, dinner, and drinks. Outline your strategy for menu costing, menu engineering, and menu design, including how you will test your menu over time to improve profits.

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Developing the ability to produce and prepare an exciting menu of excellent

Menu Items



Appetizers

Salt & Pepper Chicken Wings
Chinese Lettuce Wraps Teriyaki
Beef Skewers



Soups a Salads

Pho-Viet Nam Style Beef Noodle
Soup Spicy Thai Coconut Soup
Asian Calamari Salad



Rice Bowls

Singapore Style Currie Lo Mein



Main Dishes

Vindaloo Chicken Thai Fried Catfish
& Chile Sauce Shrimp & Long
Beans



Desserts

Double Chocolate Cookie Lychee
Fruit



Beverages

Freshly Brewed Iced & Hot Tea
Homemade Lemonade Bubble Tea



Wine & Beer

Bottled Beers from Asia Select
California Wines

4.

Industry Analysis

Target Market

Location Analysis

Competitive Analysis



TIP

Describe the existing conditions in the general market and in the specific location or area that you plan to open the restaurant. This section could cover things like the growth of the local economy and industry, infrastructure projects, nearby business and residential areas, and average traffic counts in the area

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Target Market



TIP

The restaurant industry is an extremely competitive landscape, so finding a strategic niche is imperative. You should have a strong idea of who your restaurant will attract and who will become your repeat customers. Describe the target market and how it compares to the restaurant industry as a whole in terms of diner demographics, characteristics, and b

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Location Analysis



TIP

Focus on the general area or city you plan to locate the new restaurant and why you chose that specific area. Note things like the growth of the local economy, large citywide events, and infrastructure projects nearby. Compare the existing market conditions to your intended target market. Potential restaurant investors will look at this section of the b

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Competitive Analysis



TIP

What other businesses are in the proposed area?

This section should explain the existing competitive landscape: the number of other restaurants in the area, paying particular attention to restaurants with similar concepts. Investors will want to understand t

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Competitor name

5.

Marketing Plan

Customer Database

Loyalty Program

Community / Charity Involvement

Public Relations

Advertising / Social Media

SWOT Analysis



REMEMBER

The marketing plan explains your marketing strategy and the tactics you will rely on before and after the restaurant is operational. Perhaps you will rely more on public relations and advertising before the restaurant opens and focus on things like social media, loyalty programs, building a customer database, and four-wall restaurant marketing once the business is open.

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Customer Database



TIP

How will you collect customer email addresses and learn about their behavior at the restaurant, such as average check sizes and frequency of visits? Once you grow an existing customer database, what is your plan to engage guests to become loyal customers?

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Loyalty Program



TIP

According to a study by LevelUp, when a customer is close to unlocking their loyalty reward, they spend 39% more than usual.

- How will you create a restaurant loyalty program that is easy to join and will give guests an immediate incentive?

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Community / Charity Involvement



TIP

Philanthropy should definitely be an integral part of your restaurant marketing plan, especially if you're opening a new restaurant and starting a new brand. According to this study, 72% of consumers would recommend a business that contributes to charity over one that doesn't. Partnering with a charitable organization can boost employee morale, build on your reputation, and create a positive impact in your community.

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Public Relations



TIP

In order to penetrate your target market, you will need to get in front of the right people: your would-be customers. Highlight your PR strategy in your restaurant business plan, including resources you may send to newspapers and other publications, such as a one-page press release about your restaurant opening or a manifesto of your restaurant brand. Create a goal for exposure in your

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Advertising / Social Media



TIP

Today, social media is an inevitable part of running a business. Whether your business is active on social media or not, you can be sure that your guests are tweeting, posting, and Instagramming about your restaurant online. Share your plan for Facebook, Twitter, Instagram, Yelp, Google, and other social networks, including how you will build a digital community and whether you will advertise

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SWOT Analysis

Strengths

Mention positive tangible and intangible attributes. Internal to your organization which are within the organization's control.

S

Weaknesses

Factors that are within an organization's control that detract from its ability to attain the core goal. In which areas might the organization improve?

W

Opportunities

External attractive factors that represent the reason for an organization to exist and develop. What opportunities exist in the environment which will propel the organization?

O

Threats

External factors, beyond an organization's control, which could place the organization's mission or operation at risk. The organization may benefit by having contingency plans to address them should they occur.

T

6.

Operations Plan

Staffing & Training

Customer Service Policies & Procedures

Suppliers



REMEMBER

Here you should paint a picture of how the restaurant will operate day-to-day once it is operational. Include in this section:

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Staffing & Training



TIP

What positions will you need and how many people do you expect in each of the different roles? What is the approximate pay for each position? How do you plan to recruit staff and what are the hiring criteria for each role?

Here's a quick list of things to consider:

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Customer Service Policies & Procedures



TIP

- How do you expect to provide a favorable and consistent guest experience?
- What are the specific service values, policies, and procedures you will put in place, and how will they be enforced or

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Suppliers



TIP

- How will you track sales and inventory, manage labor, and control cash?
- How will you process credit cards, and which restaurant tools will you use?
- From which vendors will you buy your food?

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7.

Financial Analysis / Growth Plan

Investment Plan

Income statement

Cashflow

Balance Sheet

Break-Even Analysis

Expected Cash Flow



REMEMBER

The financial analysis is often one of the final portions of a business plan. Investors expect to see a breakdown of how you plan to spend their investment in the first year and a comparison of the anticipated costs and projected revenue. There are a few major elements you should be sure to include in this section:

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Investment Plan



TIP

Here you explain the initial investment you are hoping to receive and how you plan to spend that investment during the first year. This will usually include kitchen equipment, general supplies, furniture, payroll, legal fees, marketing, and some working capital.

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Income statement

A projected income statement will document your income, expenses, and profitability when your plan is fully implemented. It is an important tool to help you determine if your plan is financially feasible.

	Year1	Year2	Year3	Year4	Year5
Revenues					
Product/Service-A	\$151,200	\$333,396	\$367,569	\$405,245	\$446,783
Product/Service B	\$100,800	\$222,264	\$245,046	\$270,163	\$297,855
Total Revenues	\$252,000	\$555,660	\$612,615	\$675,408	\$744,638
Expenses & Costs					
Cost of goods sold	\$57,960	\$122,245	\$122,523	\$128,328	\$134,035
Lease	\$60,000	\$61,500	\$63,038	\$64,613	\$66,229
Marketing	\$20,000	\$25,000	\$25,000	\$25,000	\$25,000
Salaries	\$133,890	\$204,030	\$224,943	\$236,190	\$248,000
Other Expenses	\$3,500	\$4,000	\$4,500	\$5,000	\$5,500
Total Expenses & Costs	\$271,850	\$412,775	\$435,504	\$454,131	\$473,263
EBITDA	(\$19,850)	\$142,885	\$177,112	\$221,277	\$271,374
Depreciation	\$36,960	\$36,960	\$36,960	\$36,960	\$36,960
EBIT	(\$56,810)	\$105,925	\$140,152	\$184,317	\$234,414
Interest	\$23,621	\$20,668	\$17,716	\$14,763	\$11,810
EBT	(\$80,431)	\$85,257	\$122,436	\$169,554	\$222,604
Net Operating Loss	(\$80,431)	(\$80,431)	\$0	\$0	\$0
Income Tax Expense	\$0	\$1,689	\$42,853	\$59,344	\$77,911
NET INCOME	(\$80,431)	\$83,568	\$79,583	\$110,210	\$144,693
Net Profit Margin (%)	-	15.00%	13.00%	16.30%	19.40%

Cashflow

Projected cash flow will help you determine if your plan can meet expenses, make debt payments, and make it through the transition period.

	Year1	Year2	Year3	Year4	Year5
CASH FLOW FROM OPERATIONS					
Net Income (Loss)	(\$80,431)	\$83,568	\$79,583	\$110,210	\$144,693
Change in working capital	(\$11,340)	(\$1,625)	(\$2,350)	(\$2,133)	(\$2,409)
Depreciation	\$36,960	\$36,960	\$36,960	\$36,960	\$36,960
Net Cash Flow from Operations	(\$54,811)	\$118,902	\$114,193	\$145,037	\$179,244
CASH FLOW FROM INVESTMENTS					
Investment	(\$246,450)	\$0	\$0	\$0	\$0
Net Cash Flow from Investments	(\$246,450)	\$0	\$0	\$0	\$0
CASH FLOW FROM FINANCING					
Cash from equity	\$0	\$0	\$0	\$0	\$0
Cash from debt	\$317,971	(\$45,424)	(\$45,424)	(\$45,424)	(\$45,424)
Net Cash Flow from Financing	\$317,971	(\$45,424)	(\$45,424)	(\$45,424)	(\$45,424)
SUMMARY					
Net Cash Flow	\$16,710	\$73,478	\$68,769	\$99,613	\$133,819
Cash at Beginning of Period	\$0	\$16,710	\$90,188	\$158,957	\$258,570
Cash at End of Period	\$16,710	\$90,188	\$158,957	\$258,570	\$392,389

Balance Sheet

You may also want to develop a projected balance sheet to evaluate how your plan will impact your solvency or net worth.

	Year1	Year2	Year3	Year4	Year5
ASSETS					
Cash	\$16,710	\$90,188	\$158,957	\$258,570	\$392,389
Accounts receivable	\$0	\$0	\$0	\$0	\$0

	Year1	Year2	Year3	Year4	Year5
Inventory	\$21,000	\$23,153	\$25,526	\$28,142	\$31,027
Total Current Assets	\$37,710	\$113,340	\$184,482	\$286,712	\$423,416
Fixed assets	\$246,450	\$246,450	\$246,450	\$246,450	\$246,450
Depreciation	\$36,960	\$73,920	\$110,880	\$147,840	\$184,800
Net fixed assets	\$209,490	\$172,530	\$135,570	\$98,610	\$61,650
TOTAL ASSETS	\$247,200	\$285,870	\$320,052	\$385,322	\$485,066
LIABILITIES & EQUITY					
Debt	\$317,971	\$272,546	\$227,122	\$181,698	\$136,273
Accounts payable	\$9,660	\$10,187	\$10,210	\$10,694	\$11,170
Total Liabilities	\$327,631	\$282,733	\$237,332	\$192,391	\$147,443
Share Capital	\$0	\$0	\$0	\$0	\$0
Retained earnings	(\$80,431)	\$3,137	\$82,720	\$192,930	\$337,623
Total Equity	(\$80,431)	\$3,137	\$82,720	\$192,930	\$337,623
TOTAL LIABILITIES & EQUITY	\$247,200	\$285,870	\$320,052	\$385,322	\$485,066

Break-Even Analysis



TIP

This one is pretty straightforward. Investors will want to know how much revenue you will need to bring in each month in order to break even once all of the various overhead and operational costs are factored into the equation. There are always going to be some variable costs, so make a note of what you expect that to be in your analysis.

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Expected Cash Flow



TIP

Your cash flow will depend on how often you expect to purchase inventory, the size of your staff and payroll, and the payroll schedule. Once your restaurant is operational, some months will be better than others. The cash flow analysis should help investors understand that, based on your expectations, your restaurant will be able to support itself even in the leanest months.

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