



Restaurant Business Plan Template


"Beyond the boundaries of taste"


Business Plan

2019

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Executive Summary



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 request, and a description of how you plan to successfully execute the plan.

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Business Description

Help 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 plan.

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Mission Statement

Help 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

Help 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

Help 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 be successful.

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Capital Request

Help 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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Business Description

Help 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 delete subsections using the delete button.

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Business Overview

Help 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?
- How many employees do you have?

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Location

Help 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 value-added enterprises. If your restaurant relies on visitors, are you near population centers? Is your restaurant location...

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Facilities

Help 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 expand a value-added business, what additional facilities or equipment will you need and how will you obtain them?

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 Help 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?*
- *What kind of ventilation and lighting will your restaurant be using, and why?*
- *How will the functional aspects of the restaurant - the refrigerator, [Read More](#) *

Design & Layouts

Business History

 Help 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


 Help 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?*
- *If there is more than one owner, what proportion is owned by each [Read More](#) *

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Management Team

 Help 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.

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.

Developing the abilities to produce and prepare an exciting menu of excellent [Read More](#) ↕

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 Curry 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

Industry Analysis

Help 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

Help 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 behaviors.

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Location Analysis

Help 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 business plan carefully to make sure that the market in the proposed location aligns with the ideal customer profile.

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Competitive Analysis

Help 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 the specific aspects of your concept that will give you a competitive advantage.

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Competitor name

Marketing Plan



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 operational.

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Customer Database

Help 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

Help 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?*
- *Will guests be able to track rewards or points on their phone?*

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Community / Charity Involvement

Help 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 restaurant group's brand and image in the community, slightly ease your tax burden, and make a major

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Public Relations

Help 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 local market as well as on a national scale.

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Advertising / Social Media

Help 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 on these platforms in the future.

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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

Operations Plan



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

Help 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

Help 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 encouraged?

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Suppliers

Help 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?

If applicable, include a cost analysis of various food vendors or various

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Financial Analysis / Growth Plan



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

Help 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
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


Help 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

 Help 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 less fruitful months without requiring additional investments.

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