

2022/2023

# BUSINESS PLAN

FOR RESTAURANTS

PREPARED BY:

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# WHY IS A RESTAURANT BUSINESS PLAN IMPORTANT?



FAQ

A RESTAURANT  
BUSINESS PLAN  
IS IMPORTANT  
BECAUSE...

A restaurant business plan explains your restaurant concept to business owners, stakeholders, potential investors, and industry leaders. When you open a restaurant, it's easy for things to become chaotic quickly. With a restaurant business plan guiding your decisions, you'll have something to reference to stay on track.

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# WHO WILL READ MY RESTAURANT BUSINESS PLAN?

## F A Q



When you write your restaurant business plan, you need to consider who may read it. Potential investors, banks, prospective employees, and others may want to read your business plan to gain a better overview of your restaurant goals. The list of potential readers you should write for includes, but is not limited to, investors, banks, prospective managers, and potential employees.

# HOW TO CREATE A RESTAURANT BUSINESS PLAN

## 1 BRANDED COVER PAGE

Incorporate your branding into your restaurant business plan by creating a cover page with your logo, restaurant name, brand fonts, and contact information.



## 2 EXECUTIVE SUMMARY

An executive summary is a statement explaining your vision for your restaurant. In one to two pages, explain what makes your restaurant unique and what you hope for your restaurant's future.



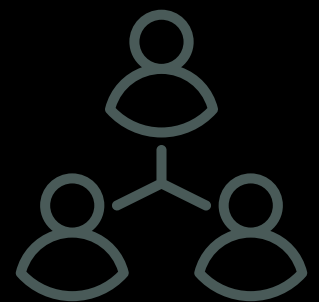
## 3 COMPANY OVERVIEW

This section will dive into the specifics of your restaurant and help you develop a thorough strategy. A company overview should cover the following topics: purpose, area, customers, service style, and legal structure.



## 4 TEAM & MANAGEMENT

This section should cover the topics of a management overview, staff, and ownership percentage.



# HOW TO CREATE A RESTAURANT BUSINESS PLAN

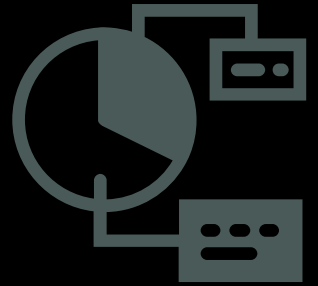
## 5 SAMPLE MENU

A sample menu will provide context for others and allow people to understand what they can expect from your restaurant.



## 6 MARKET ANALYSIS

At this point, you're getting into the specifics of your restaurant. You'll cover topics such as market share potential, target market, and industry information. Your market analysis section will help you ensure that there's enough demand in the industry for you to be successful.



## 7 MARKETING & SALES

This section will detail your strategy for promoting your restaurant before and after the grand opening.



## 8 BUSINESS OPERATIONS

The business operations section will describe how you want to run the day-to-day operations of your restaurant. It'll touch on internal factors and external forces to determine how these two areas will influence your business operations.



# HOW TO CREATE A RESTAURANT BUSINESS PLAN

## 9 FINANCIALS

This section will detail the current state of your restaurant's finances and your financial projections for one year, three years, and five years. You're going to include information about the cost of everything so far, what you plan on spending, where you're going to get financing, potential costs, projected returns, and when you hope to break even.



## 10 APPENDIX & SUPPORTING DOCUMENTATION

Documents to put in this section may include financial statements, photos of the restaurant, sample food menu, the online ordering platform, and references from people in the industry.



# PRESENTING A RESTAURANT BUSINESS PLAN

Writing a restaurant business plan is one thing; presenting it is another. Potential investors will want to see that you know your restaurant inside and out and have spent ample time conducting the necessary research.

# CAPITAL BUDGET

PRODUCT NAME	DESCRIPTION	PRICE
LAND		
BUIDLING	CONSTRUCTION & CONTRACTOR FEES	
LEASEHOLD	CONSTRUCTION CONTRACT & LANDLORD CONTRIBUTION	
KITCHEN	NECESSARY EQUIPMENT	
ARCHITECT	ENGINEERING & PROJECT MANAGEMENT	
LEGAL	LEASE & INCORPORTATION	
ACCOUNTING		
TAX		
BUSINESS NAME	LOGO & GRAPHIC DESIGN	
INSURANCE	PROPERTY, CASUALTY, & LIABILITY	
LICENSE	LIQUOR LICENSE	
PERMIT	BUILDING PERMITS	
UTILILIES DEPOSITS	WATER, GAS, & ELECTRIC	
BANK FEES		
MENUS	MENU BOARDS	
RENT	FIRST-MONTH RENT & LEASE DEPOSITS	
TRAVEL		
TRAINING	MANAGEMENT TRAINING	
DECOR	ARTWORK & FURNITURE	
SECURITY	SECURITY SYSTEM	

# CAPITAL BUDGET

PRODUCT NAME	DESCRIPTION	PRICE
MUSIC	SOUND & AUDIO-VISUAL SYSTEMS	
REGISTER	POINT-OF-SALE SYSTEMS	
PHONE	SYSTEM & BILLS	
OFFICE	COMPUTERS, OFFICE SUPPLIES, ETC.	
SIGNS	EXTERIOR & INTERIOR SIGNS	
LANDSCAPING	OUTDOOR DECORATIONS	
RESURFACING		
PARKING LOT	BUMPERS, SIGNS, PAINT, STRIPING	
CONSTRUCTION	CONSTRUCTION PERIOD LEASE, INTEREST, & UTILITIES	
OPENING	INVENTORY OF FOOD, DRINKS, KITCHEN SUPPLIES, & PAPER SUPPLIES	
MARKETING	SOCIAL MEDIA MARKETING	
ADVERTISING		
PUBLIC RELATIONS	OPENING PARTIES	
WEBSITE	WEBSITE DESIGN	
MANAGERS	KITCHEN MANAGER & MANAGEMENT	
STAFF	HOURLY EMPLOYEES	
PAYROLL	PAYROLL TAXES, EMPLOYEE BENEFITS	
LAST-MINUTE	START-UP ITEMS NOT ACCOUNTED FOR	
WORKING CAPITAL		
CONTINGENCY		



# OTHER ITEMS TO INCLUDE



## IN YOUR RESTAURANT BUSINESS PLAN

Projected Sources &  
Uses of Cash

Sales Projection  
Worksheet

Hourly Labor  
Projection Worksheet

Annual Operations  
Projection

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# HAVE ANY QUESTIONS?

CONTACT US TODAY:

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