Your Recipe for Success Starts with a Business Plan

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1 The Cover Page

Starting with your cover, establish a professional and inviting appearance to encourage investors to read more.

The cover includes:

- Logo—This will go on your sign and menus, so invest in a professional design
- Date—Details will change over time so the date lets investors know they have the most current version
- Owner's name and contact information

2 Executive Summary

This concise introduction explains why you are the best person to open this restaurant and why it will be successful. Although it appears at the front of the plan, it is actually the last thing you will write, summarizing your plan.

The executive summary includes:

- The official business name
- Location
- Your background—what makes you uniquely qualified to run this business
- Description of your restaurant concept
- Business objectives—summary of financial projections

3 Company Description

This is more comprehensive look at your at your business model and brand concept.

The business description includes:

- Typical menu
- Customer experience
- Décor, service style and general atmosphere
- Front & back of house operations
- Management roles

4 Industry Analysis

Demonstrate your understanding of local market conditions and the opportunity for success. Use data to support your plan.

The industry analysis includes:

- Local economic growth and development
- Proximity to other entertainment venues such as theaters and sporting facilities
- Traffic patterns and parking

5 Competitive Analysis

This section demonstrate both an understanding of your competitors as well as define a clear competitive advantage.

The competitive analysis includes:

- How many other restaurants are nearby
- Are there similar concepts in your market?
- How does your pricing, menu, hours, and capacity compare

6 Target Market

Everyone is not your customer. What types of customers are you most likely to appeal to?

Who is your ideal customer:

- Define demographic characteristics such as age, gender, and income level
- When are they likely to come in? Special occasions, lunch, or after work
- How often are they likely to come in —weekly, monthly, or on special occasions only?

7 Business Operations

This describes your day-to-day operations. Be as detailed as possible. Include any manuals or policies you have developed

The operation section includes:

- Hiring and screening process
- Orientation and ongoing training
- Supplier list & inventory management
- Manager's shift checklist
- Accounting system

8 Marketing Strategy

Describe how will you build initial buzz for launch and sustain interest with ongoing marketing actions.

The marketing section might include:

- Traditional advertising
- Website
- Social Media
- Loyalty programs
- Word of mouth partnerships
- Networking
- Launch & special events

9 Financial Projections

If you are looking for investors or lenders to take you seriously, the financial section must demonstrate the revenue opportunity.

The financial section should include:

- Projected revenue and costs
- P & L estimate for first 3 years in business
- Break-even analysis
- Projected cash flow and balance sheet
- Capital requirements

WRITE YOUR PLAN
IN 10 WEEKS

Download our workbook, blank outline, and self-paced program to start today!
Need help getting started?
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