

[INSERT BUSINESS LOGO OF YOUR RESTAURANT]

[INSERT NAME OF YOUR RESTAURANT]

[INSERT YOUR COMPANY ADDRESS]

[INSERT CONTACT INFORMATION]

[INSERT EMAIL ADDRESS]

[INSERT YOUR RESTAURANT BUSINESS WEBSITE]

[INSERT DATE]

**Non-Disclosure and Confidentiality Agreement**

[INSERT NAME OF RECIPIENT], upon receipt of this restaurant business plan, has hereby agreed to maintain the confidentiality of all the information to be presented. Any financial and other information [INSERT NAME OF RECIPIENT] has and will receive concerning [INSERT NAME OF RESTAURANT] shall not be disclosed to any other entity without prior written consent from the company.

All these information belong to [INSERT NAME OF RESTAURANT] and should be returned to the company promptly at its request with all the copies procured thereof.

[INSERT NAME OF RECIPIENT] concedes that no remedy of law can suffice compensation to [INSERT NAME OF RESTAURANT] for violating this agreement. In the event of a breach hereunder, [INSERT NAME OF RECIPIENT] agrees that the company may seek equitable relief to enforce this agreement in any court of competent jurisdiction.

[INSERT DATE]

[INSERT SIGNATURE OF RECIPIENT]

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8. **Executive Summary**

The [INSERT NAME OF RESTAURANT] to be owned by [INSERT NAME OF OWNER] is a [INSERT YOUR RESTAURANT STYLE] restaurant. Our specialty selections include [INSERT NAME/S OF YOUR RESTAURANT’S SPECIALTY DISHES]. [INSERT NAME OF RESTAURANT] has long been the icon of [INSERT WHAT YOUR RESTAURANT IS KNOWN FOR].

[INSERT NAME OF RESTAURANT] is to be located in [INSERT LOCATION OF RESTAURANT] with [INSERT RESTAURANT SPACE MEASUREMENT]. This location is [INSERT BRIEF DESCRIPTION OF THE RESTAURANT’S LOCATION]. It requires [INSERT ANY REQUIREMENT FOR THE RESTAURANT’S VENUE].

Projections of the company collates to [INSERT NUMBER OF CUSTOMERS] per [INSERT SET SALES PERIOD]. With these number of customers, sales sums up to [INSERT AMOUNT OF SALES] for the [INSERT PERIOD]. Start-up costs for this restaurant totals to [INSERT TOTAL START UP EXPENSES] which will be accumulated through [INSERT HOW YOU WILL FUND THESE START UP COSTS].

* 1. **Business Goals and Objectives**

[INSERT NAME OF RESTAURANT] seeks to achieve the following objectives of this business plan:

* To achieve [INSERT FIRST OBJECTIVE IN STATEMENT FORM].
* To be able to [INSERT SECOND OBJECTIVE IN STATEMENT FORM].
* To attain [INSERT THIRD OBJECTIVE IN STATEMENT FORM].
* To gain [INSERT FOURTH OBJECTIVE IN STATEMENT FORM].
* To benefit from [INSERT FIFTH OBJECTIVE IN STATEMENT FORM].
	1. **Mission Statement**

Our mission is to [INSERT YOUR COMPANY/RESTAURANT’S MISSION STATEMENT]. To be a place filled with laughter, fun, and great food, we will strive to [INSERT ADDITIONAL MISSION STATEMENT OF YOUR RESTAURANT/COMPANY].

* 1. **Guiding Principles**

The management must be able to carry out the following principles in the course of the restaurant’s business operations:

[INSERT FIRST GUIDING PRINCIPLE]

 [INSERT BRIEF DESCRIPTION OF THIS GUIDING PRINCIPLE]

[INSERT SECOND GUIDING PRINCIPLE]

 [INSERT BRIEF DESCRIPTION OF THIS GUIDING PRINCIPLE]

* 1. **Keys to Success**

These factors must be present when you run the [INSERT NAME OF RESTAURANT] for it to be deemed a success.

* [INSERT FIRST KEY TO SUCCESS FOR YOUR RESTAURANT BUSINESS]

[INSERT SHORT DESCRIPTION]

* [INSERT SECOND KEY TO SUCCESS FOR YOUR RESTAURANT BUSINESS]

[INSERT SHORT DESCRIPTION]

* [INSERT THIRD KEY TO SUCCESS FOR YOUR RESTAURANT BUSINESS]

[INSERT SHORT DESCRIPTION]

1. **Company Description**

The [INSERT NAME OF RESTAURANT] is a [INSERT WHAT KIND OF RESTAURANT] located at [INSERT LOCATION OF YOUR RESTAURANT]. This restaurant serves [INSERT WHAT DISHES IT WILL SERVE] for its customers in the following business hours:

[INSERT BUSINESS HOURS OF YOUR RESTAURANT]

* 1. **Ownership**

The owner of [INSERT NAME OF RESTAURANT] is [INSERT NAME OF OWNER]. [INSERT NAME OF OWNER] started his restaurant business at the age of [INSERT AGE OF OWNER]. From then on, [INSERT ALL THE ACCOMPLISHMENTS OF THE OWNER UP UNTIL THE CURRENT RESTAURANT].

* 1. **Legal Form**

[INSERT NAME OF RESTAURANT] as a [INSERT PROPRIETORSHIP] which is owned by [INSERT NAME OF OWNER/COMPANY]. This commercial establishment is registered [INSERT WHERE IT IS LEGALLY REGISTERED].

* 1. **Start-Up Summary**

[INSERT YOUR START UP COSTS AND OTHER REQUIREMENTS ON THIS SECTION BRIEFLY]

* 1. **Location and Facilities**

The restaurant is situated at [INSERT LOCATION OF YOUR RESTAURANT] with a space measurement of [INSERT PLACE SPACE]. [INSERT ADDITIONAL INFORMATION OF THE PLACE AND THE LOCATION OF THE RESTAURANT]. This place is a feasible location for [INSERT NAME OF RESTAURANT] because [INSERT REASONS FOR CHOOSING THIS PLACE].

1. **Restaurant Services**

One of the highlights of this business plan is relevant to how restaurant services is carried out for everyday business hours of the [INSERT NAME OF RESTAURANT].

* 1. **Daily Operations and Production**

[INSERT NAME OF RESTAURANT] will be open for customers during [INSERT BUSINESS HOURS AND DAYS OF THE RESTAURANT]. For proper distribution of restaurant responsibilities, a written schedule is created that will serve as a guide.

As for the operations of the restaurant, [INSERT IN COMPREHENSIVE DETAIL HOW YOUR RESTAURANT OPERATIONS IS PLANNED OUT].

When it comes to the restaurant production, [INSERT IN COMPREHENSIVE DETAIL HOW YOUR RESTAURANT DEALS WITH PRODUCTION].

* 1. **Competitive Comparison**

In this type of business, it is but only natural to have competition. Competitors allow us to [INSERT WHAT YOU CAN DO WITH THE EXISTENCE OF COMPETITION].

Take a look at our competitors for [INSERT NAME OF RESTAURANT]:

* [INSERT NAME OF COMPETITOR]

[INSERT YOUR COMPARISON OF YOUR RESTAURANT AND THIS COMPETITOR]

* [INSERT NAME OF COMPETITOR]

[INSERT YOUR COMPARISON OF YOUR RESTAURANT AND THIS COMPETITOR]

* [INSERT NAME OF COMPETITOR]

[INSERT YOUR COMPARISON OF YOUR RESTAURANT AND THIS COMPETITOR]

* 1. **Suppliers**

For the supplies needed to be used in the restaurant’s operations, we get to purchase from [INSERT WHERE YOU GET YOUR SUPPLIES]. Supplies are to be delivered to the restaurant as scheduled.

* 1. **Management Controls**

[INSERT NAME OF OWNER] will exercise the following management procedures to ensure quality service and product to our customers.

* [INSERT CONTROL/MANAGEMENT PROCEDURE] - [INSERT BRIEF STATEMENT RELEVANT TO THE PROCEDURE].
* [INSERT CONTROL/MANAGEMENT PROCEDURE] - [INSERT BRIEF STATEMENT RELEVANT TO THE PROCEDURE]
* [INSERT CONTROL/MANAGEMENT PROCEDURE] - [INSERT BRIEF STATEMENT RELEVANT TO THE PROCEDURE]
	1. **Administrative Systems**

Other than management controls in relation to customer service, [INSERT NAME OF OWNER] is also obliged to carry out different administrative responsibilities for the restaurant business. Below are the administrative systems the owner will do to be able to effectively carry out these responsibilities.

* [INSERT FIRST ADMINISTRATIVE SYSTEM] - [INSERT BRIEF STATEMENT RELEVANT TO THE SYSTEM]
* [INSERT SECOND ADMINISTRATIVE SYSTEM] - [INSERT BRIEF STATEMENT RELEVANT TO THE SYSTEM]
* [INSERT THIRD ADMINISTRATIVE SYSTEM] - [INSERT BRIEF STATEMENT RELEVANT TO THE SYSTEM]
	1. **Future Plans**

[INSERT NAME OF RESTAURANT] will venture after [INSERT PERIOD] in [INSERT FUTURE PLANS FOR YOUR RESTAURANT]. This will add to the sales of the restaurant in great amounts since [INSERT REASON/S].

1. **Market Analysis**

Since the restaurant business industry is large and diverse, knowing its market is essential for a business like [INSERT NAME OF RESTAURANT]. In learning the restaurant market industry, you are able to [INSERT THE ADVANTAGES OF KNOWING THE MARKET].

* 1. **Business Industry Analysis**

[INSERT COMPREHENSIVE INFORMATION REGARDING THE RESTAURANT BUSINESS INDUSTRY AND YOUR BASES FOR ANALYSES]

* + 1. **Market Size**

The restaurant business industry is comprised of [INSERT COMPOSITION OF RESTAURANTS] covering about [INSERT PERCENTAGE] in annual revenue.

* + 1. **Participants**

The participants of the restaurant business industry include [INSERT NAME/S OF THE MAJOR PARTICIPANTS OF THE RESTAURANT BUSINESS INDUSTRY IN YOUR LOCATION].

* + 1. **Competitors**

In this industry, the competitors of [INSERT NAME OF RESTAURANT] are enumerated below with a brief overview for each:

* [INSERT NAME OF COMPETITOR] - [INSERT BRIEF OVERVIEW/DESCRIPTION OF THE COMPETITOR]
* INSERT NAME OF COMPETITOR] - [INSERT BRIEF OVERVIEW/DESCRIPTION OF THE COMPETITOR]
* [INSERT NAME OF COMPETITOR] - [INSERT BRIEF OVERVIEW/DESCRIPTION OF THE COMPETITOR]
	1. **Target Market Segment Strategy**

[INSERT NAME OF OWNER] decided to pick the restaurant’s location in [INSERT LOCATION OF RESTAURANT] due to [INSERT REASON FOR YOUR PICK]. This strategy is [INSERT YOUR STRATEGY TO GAIN INTEREST FROM YOUR TARGET MARKET].

* + 1. **Needs**

From the research done by the owner for this restaurant, [INSERT LOCATION OF RESTAURANT] is a place where [INSERT SHORT DESCRIPTION OF THE PLACE]. This place is a perfect spot for the restaurant because of [INSERT THE NEED OF THE PEOPLE RELEVANT TO THE RESTAURANT’S ADVANTAGE].

* + 1. **Trends**

The trends of the market when it comes to the restaurant business industry are the following:

[INSERT THE TRENDS YOU HAVE LISTED ACCORDING TO YOUR RESEARCH AND YOUR SOURCES]

* + 1. **Growth**

Restaurant businesses have grown in numbers over the years. This is due to the fact that the changes in customers’ tastes and preferences leads to the birth of people’s business ideas relevant to food. Over [INSERT FACTUAL INFORMATION RELEVANT TO THE GROWTH OF THE RESTAURANT BUSINESS INDUSTRY BASED ON YOUR RESEARCH].

1. **Marketing Strategy and Implementation**

[INSERT NAME OF RESTAURANT] wants to [INSERT MAIN GOAL] in the area of [INSERT LOCATION OF RESTAURANT]. We are going to achieve this with [INSERT WHAT MARKETING STRATEGIES YOU ARE GOING TO DO TO ATTAIN MAIN GOAL IN BRIEF OVERVIEW].

Knowing your competitive edge over other restaurants is the first step for you to work on your marketing strategies and to implement them effectively in the course of the restaurant’s operations. From the research done by the owner, with the use of the SWOT analysis, we will learn what advantages and disadvantages we have in opening the restaurant.

* 1. **Strengths**

[INSERT IN BULLET LIST FORM ALL THE STRENGTHS YOUR RESTAURANT HAS OVER OTHER RESTAURANTS]

* 1. **Weaknesses**

[INSERT IN BULLET LIST FORM ALL THE WEAKNESSES YOUR RESTAURANT HAS OVER OTHER RESTAURANTS]

* 1. **Opportunities**

[INSERT IN BULLET LIST FORM ALL THE OPPORTUNITIES YOUR RESTAURANT HAS OVER OTHER RESTAURANTS]

* 1. **Threats**

[INSERT IN BULLET LIST FORM ALL THE OPPORTUNITIES YOUR RESTAURANT HAS OVER OTHER RESTAURANTS]

* 1. **Competitive Edge**

With all the factors of [INSERT NAME OF RESTAURANT] being considered, [INSERT NAME OF RESTAURANT] possesses [INSERT YOUR COMPETITIVE EDGE] as its competitive advantage. [INSERT YOUR EXPLANATION IN RELATION TO THE COMPETITIVE EDGE YOU HAVE STATED].

* 1. **Strategies**
		1. **Marketing Strategy**

Promoting [INSERT NAME OF RESTAURANT] requires [INSERT WHAT IS NEEDED]. The use of all the avenues to market the restaurant effectively is essential in order to [INSERT ADVANTAGE OF THE STATED MARKETING STRATEGY].

* + - 1. **Pricing Strategy**

The restaurant’s dishes and beverages are priced based on [INSERT BASIS FOR PRICING]. This is to ensure that [INSERT YOUR REASON/S FOR PRICING DISHES/BEVERAGES AS SUCH]. With this pricing strategy, [INSERT BENEFITS FOR CHOOSING THE PRICING STRATEGY].

* + - 1. **Advertising Strategy**

Under this section, we have listed the advertising strategies we can adapt to in marketing [INSERT NAME OF RESTAURANT] to our target market.

* [INSERT ADVERTISING STRATEGY 1]

[INSERT DESCRIPTION OF THIS STRATEGY BRIEFLY]

[INSERT REASONS/BENEFITS OF THIS STRATEGY]

* [INSERT ADVERTISING STRATEGY 2]

[INSERT DESCRIPTION OF THIS STRATEGY BRIEFLY]

[INSERT REASONS/BENEFITS OF THIS STRATEGY]

* [INSERT ADVERTISING STRATEGY 1]

[INSERT DESCRIPTION OF THIS STRATEGY BRIEFLY]

[INSERT REASONS/BENEFITS OF THIS STRATEGY]

* [INSERT ADVERTISING STRATEGY 1]

[INSERT DESCRIPTION OF THIS STRATEGY BRIEFLY]

[INSERT REASONS/BENEFITS OF THIS STRATEGY]

* + 1. **Sales Strategy**

Boosting up sales is important for any restaurant business. [INSERT NAME OF RESTAURANT] requires an efficient and effective strategy to bring up sales and entice many customers. From our perspective, [INSERT SALES STRATEGY YOU ARE GOING TO ADAPT IN BRIEF DETAIL].

* + - 1. **Sales Forecast**

Within the [INSERT SET PERIOD], we expect to [INSERT YOUR SALES EXPECTATIONS/ASSUMPTIONS]. Provided below is a graph showing a sales forecast following the aforementioned expectations/assumptions.

[INSERT YOUR SALES FORECAST FOR DIFFERENT PERIODS IN TABULAR FORMAT]

* + - 1. **Sales Programs**

To be able to reach the sales forecast presented above, we prepared the following sales programs to be diligently followed.

* [INSERT SALES PROGRAM] - [INSERT DETAILED INFORMATION RELEVANT TO THE PROGRAM]
* [INSERT SALES PROGRAM] - [INSERT DETAILED INFORMATION RELEVANT TO THE PROGRAM]
* [INSERT SALES PROGRAM] - [INSERT DETAILED INFORMATION RELEVANT TO THE PROGRAM]
	+ 1. **Disposal Strategy**

Disposal of [INSERT WHAT CAN BE DISPOSED OF] is done through [INSERT HOW THE DISPOSAL IS DONE IN BRIEF DETAIL]. This is done in order to [INSERT REASONS FOR THE DISPOSAL STRATEGY].

1. **Organization and Management**
	1. **Organizational Structure**

[INSERT NAME OF RESTAURANT] has a total of [INSERT NUMBER OF EMPLOYEES AND STAFF] employees and staff. Including [INSERT NAME OF OWNER], these employees share the responsibilities in the set organizational structure that is fitting for a restaurant. [INSERT ADDITIONAL INFORMATION REGARDING TO THE ORGANIZATIONAL STRUCTURE OF THE RESTAURANT].

* 1. **Personnel Plan**

[INSERT A TABLE SHOWING THE PERSONNEL PLAN YOU ARE GOING TO ADAPT WITHIN THE PERIOD SET IN THE FORECAST]

1. **Financial Plan**
	1. **Assumptions**

These assumptions are essential in the completion of the financial plan which is needed to comply with by any kind of restaurant:

[INSERT IN BULLET LIST FORM YOUR ASSUMPTIONS FOR THE FINANCIAL PLAN ON THIS RESTAURANT BUSINESS PLAN].

* 1. **Start-up Costs**

The total start-up costs for [INSERT NAME OF RESTAURANT] is [INSERT TOTAL AMOUNT OF START UP COSTS].

[INSERT TABLE SHOWING YOUR START UP EXPENSES AND ASSETS WHICH TOTALS TO THE MENTIONED TOTAL START UP COSTS]

* 1. **Source and Use of Funds**

[INSERT IN BRIEF DETAIL WHERE YOU GET THE FUNDS IN STARTING YOUR RESTAURANT.]

(You can add the information with actual or estimated amount of funds)

[INSERT A TABLE SHOWING YOUR SOURCE OF FUNDS AND RESPECTIVE AMOUNTS IN TOTAL]

* 1. **Break-Even Analysis**

[INSERT BRIEF INFORMATION RELEVANT TO THE BREAK EVEN ANALYSIS YOU EXPECT]

[INSERT IN TABULAR FORM YOUR COMPUTATION OF BREAK EVEN ANALYSIS FOR YOUR RESTAURANT]

[INSERT LINE, BAR, OR PIE GRAPH BASED ON THE DATA PRESENTED ON THE TABLE]

* 1. **Projections**
		1. **Profit and Loss**

[INSERT TABLE SHOWING PROJECTED PROFIT AND LOSS STATEMENT USING THE ASSUMPTIONS AFOREMENTIONED]

* + 1. **Cash Flow**

[INSERT TABLE SHOWING PROJECTED CASH FLOW STATEMENT USING THE ASSUMPTIONS AFOREMENTIONED]

* + 1. **Balance Sheet**

[INSERT TABLE SHOWING PROJECTED BALANCE SHEET USING THE ASSUMPTIONS AFOREMENTIONED]

* 1. **Ratios**
		1. **Ratio Analysis**

[INSERT TABLE OF BUSINESS RATIOS BASED ON THE FINANCIAL STATEMENTS YOU HAVE CREATED ABOVE]

* 1. **Labour Schedule**

[INSERT TABLE SHOWING PROJECTION OF YOUR LABOR SCHEDULE FOR YOU AND YOUR EMPLOYEES]

* 1. **Weekly Sales Projections**

[INSERT TABLE SHOWING WEEKLY SALES PROJECTIONS OF YOUR RESTAURANT FOLLOWING THE ASSUMPTIONS]