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1. **Executive Summary**

[SPECIFY YOUR RESTAURANT NAME] is a proposed [SPECIFY WHAT TYPE OF RESTAURANT] located at [INSERT COMPLETE LOCATION ADDRESS]. It provides and offers [SPECIFY WHAT TYPE OF MENU SELECTIONS ARE BEING OFFERED] with a special appeal towards a health conscious target market in the Digital Marketing section of this plan. [SPECIFY TYPE OF FOOD] is low in [INSERT INFORMATION DETAIL] and rich in nutrition. [INSERT NAME OF RESTAURANT] offers [SPECIFY TYPE OF MEAL/FOOD], [SPECIFY TYPE OF MEAL/FOOD], [SPECIFY TYPE OF MEAL/FOOD], and [SPECIFY TYPE OF MEAL/FOOD]. These dishes attract [INSERT INFORMATION DETAIL], [INSERT INFORMATION DETAIL], and [INSERT INFORMATION DETAIL] type of customers from all aspects of life.

People who have less time to prepare meals as well as those wanting to spend more time for leisure and relaxation free from meal preparation are one of the major consumers of fast food and take out orders. [SPECIFY YOUR RESTAURANT NAME] is recognized as a great value outlet because [SPECIFY REASON WHY SUCH RESTAURANT IS RECOGNIZED AS A GOOD VALUE]. [INSERT NAME OF RESTAURANT] is being developed by [INSERT COMPLETE NAME], owner and President. He/She has worked with [INSERT INFORMATION DETAIL] for [SPECIFY HOW MANY YEARS]. He/She is a graduate of [SPECIFY DEGREE/COURSE] from [INSERT UNIVERSITY]. [INSERT COMPLETE NAME], [INSERT JOB TITLE] is in charge of production and operations. His/Her extensive experience of [INSERT INFORMATION DETAIL] is essential to [SPECIFY YOUR RESTAURANT NAME]’s success.

The Digital Marketing Plan will involve an extensive digital marketing campaign before the opening and during the [SPECIFY HOW MANY MONTHS] months of operation. [SPECIFY DIGITAL MARKETING METHOD], and [SPECIFY DIGITAL MARKETING METHOD] are some of the few methods planned for the restaurant’s advertisement and promotion. There will be press releases added for more public recognition. An estimated initial sum of [SPECIFY AMOUNT] is needed to [PROVIDE REASON WHY OBTAINING SUCH AMOUNT IS NEEDED]. Double payments shall be made in order to expedite the [INSERT INFORMATION DETAIL] at a much earlier date.

[SPECIFY YOUR RESTAURANT NAME] is in the startup phase. All important processes such as registering the name, licensing, and requirement inspections are being organized by [INSERT ORGANIZATION IN CHARGE]. The grand opening of [INSERT NAME OF RESTAURANT] is projected for [INSERT COMPLETE DATE]. [SPECIFY YOUR RESTAURANT NAME] aims to provide [INSERT CITY/STATE] community an excellent and topnotch eating establishment that offers the finest [SPECIFY TYPE OF CUISINE OFFERED] cuisine.

1. **Background Information**

[INSERT NAME], the owner of [SPECIFY YOUR RESTAURANT NAME], has worked for the public for [SPECIFY HOW MANY YEARS]. She has developed management skills as well as organizational characteristics. Mrs./Mr. [INSERT NAME] has served as [SPECIFY JOB TITLE EX. (COOK, WAITRESS, ETC.)] at a restaurant in a neighboring city for the past [SPECIFY HOW MANY YEARS] years in

preparation of this huge business venture. Mr./Mrs. [INSERT NAME] is well-prepared to start the [SPECIFY YOUR RESTAURANT NAME] business endeavor. Mr./Mrs. [INSERT NAME] has outstanding skills in terms of handling people, and is highly qualified to seek ideal employees to make the [SPECIFY YOUR RESTAURANT NAME] one of the premiere [SPECIFY WHAT TYPE OF RESTAURANT] restaurant in the area of [INSERT CITY/STATE].

The major purpose of [SPECIFY YOUR RESTAURANT NAME] is to [SPECIFY PURPOSE]. The meal is served in a well-organized manner for customers who want to dine out or carry the order out.

|  |
| --- |
| **[INSERT NAME OF RESTAURANT] Goals and Objectives** |
| **Goal #1:**  [SPECIFY 1ST GOAL]**Objectives:** * [SPECIFY OBJECTIVE]
* [SPECIFY OBJECTIVE]
* [SPECIFY OBJECTIVE]
* [SPECIFY OBJECTIVE]
 |
| **Goal #2:**  [SPECIFY 2ND GOAL]**Objectives:** * [SPECIFY OBJECTIVE]
* [SPECIFY OBJECTIVE]
* [SPECIFY OBJECTIVE]
* [SPECIFY OBJECTIVE]
 |
| **Goal #3:**  [SPECIFY 3RD GOAL]**Objectives:** * [SPECIFY OBJECTIVE]
* [SPECIFY OBJECTIVE]
* [SPECIFY OBJECTIVE]
* [SPECIFY OBJECTIVE]
 |

1. **Products/Services Description**

[SPECIFY YOUR RESTAURANT NAME] is a [SPECIFY WHAT TYPE OF RESTAURANT] where the product is promptly served. The meal choices are readily available because of [SPECIFY REASON WHY MEAL CHOICES ARE READILY AVAILABLE]. There are food equipment available that will make the entire meal process even faster. The fast service will definitely appeal to those consumers who are always in a hurry.

Benefits of [SPECIFY YOUR RESTAURANT NAME]

* [SPECIFY BENEFITS OF THE SAID RESTAURANT]
* [SPECIFY BENEFITS OF THE SAID RESTAURANT]
* [SPECIFY BENEFITS OF THE SAID RESTAURANT]
* [SPECIFY BENEFITS OF THE SAID RESTAURANT]
* [SPECIFY BENEFITS OF THE SAID RESTAURANT]

[SPECIFY YOUR RESTAURANT NAME] brings the restaurant industry to a whole new level. The Cook had [SPECIFY HOW MANY YEARS] of restaurant experience. [SPECIFY YOUR RESTAURANT NAME] will have its projected opening date on [SPECIFY DATE]. Furthermore, [SPECIFY YOUR RESTAURANT NAME] restaurant and accompanying logo is a registered trademark of [INSERT CITY/STATE].

[SPECIFY YOUR RESTAURANT NAME] is located at [INSERT COMPLETE LOCATION ADDRESS]. The establishment has a seating capacity of [SPECIFY SEATING CAPACITY]. The kitchen area is fully equipped with [SPECIFY KITCHEN EQUIPMENT]. There is also a large backroom that accommodates the [SPECIFY INFORMATION DETAIL].

When it comes to food preparation, all items should be prepared fresh or frozen and should be put through a partial cooking process. [INSERT INFORMATION DETAIL] and [INSERT INFORMATION DETAIL] are purchased fresh and should be [SPECIFY COOKING PROCESS]. The cooks will [SPECIFY INFORMATION DETAIL] and [SPECIFY INFORMATION DETAIL].

1. **Structure of Management**

The legal form of ownership chosen for [SPECIFY YOUR RESTAURANT NAME] is currently under a [SPECIFY TYPE OF BUSINESS OWNERSHIP]. The legal structure was chosen for the meantime because of [SPECIFY REASON], [SPECIFY REASON], [SPECIFY REASON], and [SPECIFY REASON]. Moreover, all required licenses shall be appropriately followed. [INSERT NAME] will own [SPECIFY HOW MANY PERCENT] % of the business.

|  |  |
| --- | --- |
| **The Management Team** | **Job Description** |
| 1. The President: [INSERT COMPLETE NAME] | * [SPECIFY JOB DESCRIPTION FOR PRESIDENT]
* [SPECIFY JOB DESCRIPTION FOR PRESIDENT]
* [SPECIFY JOB DESCRIPTION FOR PRESIDENT]
 |
| 2. The Vice President: [INSERT COMPLETE NAME] | * [SPECIFY JOB DESCRIPTION FOR VICE PRESIDENT]
* [SPECIFY JOB DESCRIPTION FOR VICE PRESIDENT]
* [SPECIFY JOB DESCRIPTION FOR VICE PRESIDENT]
 |
| 2. The Manager: [INSERT COMPLETE NAME] | * [SPECIFY JOB DESCRIPTION FOR MANAGER]
* [SPECIFY JOB DESCRIPTION FOR MANAGER]
* [SPECIFY JOB DESCRIPTION FOR MANAGER]
 |

Compensation and Ownership

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Salary**  | **Ownership**  | **Benefits** |
| [INSERT COMPLETE NAME] | [SPECIFY SALARY AMOUNT] | [SPECIFY OWNERSHIP PERCENTAGE] | [SPECIFY BENEFIT] |
| [INSERT COMPLETE NAME] | [SPECIFY SALARY AMOUNT] | [SPECIFY OWNERSHIP PERCENTAGE] | [SPECIFY BENEFIT] |
| [INSERT COMPLETE NAME] | [SPECIFY SALARY AMOUNT] | [SPECIFY OWNERSHIP PERCENTAGE] | [SPECIFY BENEFIT] |

The [SPECIFY JOB TITLE], [SPECIFY JOB TITLE], and [SPECIFY JOB TITLE] of [INSERT NAME OF RESTAURANT] will have a meeting once every [SPECIFY HOW MANY MONTHS] in which all staff and management concerns are reviewed and discussed. Suggestions from different management and staff are encouraged in order to [SPECIFY REASON DETAIL] and [SPECIFY REASON DETAIL]. Sales goal sheets are also shared with the staff and management during the meeting. The owner as well as the manager shall meet [SPECIFY IF WEEKLY OR MONTHLY] to [PROVIDE REASON] and [PROVIDE REASON].

In case the President becomes deceased, the Right of Ownership shall be given to the Vice President and hence becomes the new owner of [SPECIFY YOUR RESTAURANT NAME]. Furthermore, the [SPECIFY JOB TITLE] and [SPECIFY JOB TITLE] shall have a [SPECIFY TYPE OF INSURANCE] through the business policy with [INSERT NAME OF INSURANCE COMPANY] at [INSERT LOCATION ADDRESS].

1. **The Digital Marketing Plan**

Typically, [SPECIFY WHAT TYPE OF CUISINE] cuisine have been focused in the larger cities outside [INSERT CITY/STATE]. Hence, the management and staff of [SPECIFY YOUR RESTAURANT NAME] are doing their best to bring the taste of [SPECIFY WHAT TYPE OF CUISINE] cuisine to all people living in [INSERT CITY/STATE]. Convenience and health are two of the most essential reasons why constructing of [SPECIFY YOUR RESTAURANT NAME] is a must.

|  |  |
| --- | --- |
| **CURRENT SIZE** |  |
| **GROWTH POTENTIAL** |  |
| **GEOGRAPHIC POTENTIAL** |  |
| **SEASONALITY** |  |
| **PROFIT CHARACTERISTICS** |  |
| **DISTRIBUTION NETWORKS** |  |

The Market

|  |  |
| --- | --- |
| **Sex**  | Male or Female |
| **Age** | [SPECIFY AGE][SPECIFY LEVEL OF EDUCATION] |
| **Profession** | [SPECIFY TYPE OF PROFESSION] [SPECIFY TYPE OF PROFESSION] [SPECIFY TYPE OF PROFESSION]  |
| **Geographic** | [DESCRIBE GEOGRAPHIC INFORMATION DETAIL]  |
| **Income**  | [SPECIFY INCOME VALUE]  |
| **Life Style** | [SPECIFY LIFESTYLE MANNER][SPECIFY LIFESTYLE MANNER][SPECIFY LIFESTYLE MANNER] |
| **Personality** | [SPECIFY TYPE OF PERSONALITY] [SPECIFY TYPE OF PERSONALITY] [SPECIFY TYPE OF PERSONALITY]  |

Digital Marketing Strategies

|  |  |
| --- | --- |
| **Type of Digital Marketing Strategy Use** | **Brief Information** |
| 1. [SPECIFY TYPE OF DIGITAL MARKETING USE EX. (SOCIAL MEDIA ADVERTISEMENT)] | [PROVIDE A SHORT DESCRIPTION FOR THIS SPECIFIC DIGITAL MARKETING METHOD] |
| 2. [SPECIFY TYPE OF DIGITAL MARKETING USE EX. (SOCIAL MEDIA ADVERTISEMENT)] | [PROVIDE A SHORT DESCRIPTION FOR THIS SPECIFIC DIGITAL MARKETING METHOD] |
| 3. [SPECIFY TYPE OF DIGITAL MARKETING USE EX. (SOCIAL MEDIA ADVERTISEMENT)] | [PROVIDE A SHORT DESCRIPTION FOR THIS SPECIFIC DIGITAL MARKETING METHOD] |

1. **The Financial Plan**

Start Up Expenses

|  |  |
| --- | --- |
| **Payroll/Taxes** |  |
| **Inventory** |  |
| **Digital Advertising/Promotion** |  |
| **Insurance** |  |
| **Equipment** |  |
| **Signage** |  |
| **Installation** |  |
| **Redecorate** |  |
| **Misc. Supplies** |  |
| **Utility Deposits** |  |
| **Lease Deposits** |  |
| **Loan Funds** |  |
| **Starting Cash** |  |

1. **Conclusion**

With further assessment, this project is quite feasible, given all financial information presented above, including marketing statistics and relevant data. [INSERT CITY/STATE] is ready for the development of [SPECIFY YOUR RESTAURANT NAME]. The owner is also ready to provide enough time, funds, and energy to support the mission statement which is to: [INSERT RESTAURANT MISSION STATEMENT].