

**INTRODUCTION**

This marketing plan of [SPECIFY YOUR RESTAURANT NAME] will cover the rationale for the business of [SPECIFY YOUR RESTAURANT NAME]’s business, its unique differentiation, which the owners and founders believe is not only right and appropriate for the area in which the business will be situated but also sets it apart from other similar business establishments in the surrounding area. The targeting and positioning strategy shall also be outlined in this marketing plan, along with the overall marketing strategy, communications and actionable marketing plan, costings for advertising and promotion for the operations of the restaurant shall also be taken as one of the major considerations in this marketing plan.

1. **COMPANY SUMMARY**

The [SPECIFY YOUR RESTAURANT NAME] is a [SPECIFY YOUR RESTAURANT NAME] which specializes in [SPECIFY SPECIALIZED PRODUCTS AND SERVICES].

1. Mission

The [SPECIFY YOUR RESTAURANT NAME]’s mission is to be one of the leading innovative and inspiring restaurant business through combining an eclectic atmosphere with excellent and interesting food, customer service, and social relationship.

1. Objectives

The [SPECIFY YOUR RESTAURANT NAME]’s objectives for the first [SPECIFY NUMBER OF YEARS] of its operation include the following:

* Target segment of health conscious and vegetarian customer;
* Keep food cost under [SPECIFY TARGET PERCENTAGE] revenue;
* Reduce cost of production by [SPECIFY TARGET PERCENTAGE];
* Keep employee labor cost between [SPECIFY TARGET PERCENTAGES] of revenue;
* Improve customer satisfaction by offering excellent food and service;
* Increase growth rate with target average sales between [SPECIFY TARGET AMOUNTS] per year;
* Promote and expand [SPECIFY NAME OF THE RESTAURANT]’s restaurant in various parts of the world; and
* Efficient and superior customer service.

[4412 Roosevelt Street, San Francisco, CA 94114]

[+1 415 359 1127 | hello@gourmet.com]

[gourmet.com

1. Products

The [SPECIFY YOUR RESTAURANT NAME] takes pride in its [SPECIFY MAJOR PRODUCTS].

1. **KEY TRENDS, ISSUES, PROBLEMS AND OPPORTUNITIES**

1. Health Consciousness

Nowadays, one of the major trends happening in an increasingly fast pace, is the growth of health conscious people. The [SPECIFY YOUR RESTAURANT NAME] needs to come out with healthier food that will suit their appetite and needs. There are customers saying that eating meat is dangerous and contain toxic.

2. Price Sensitivity

Other major types of consumers arising in today’s world are those people who are very price sensitive. A little change in the price of the products will affect their buying behavior.

3. Cost Reduction

In today’s economic environment, where everything from personal usage to corporate usage has increased their prices, it is necessary for [SPECIFY YOUR RESTAURANT NAME] to consider cost reduction, in order to have competitive edge as compared to their competitors. The cost reduction is important as its advantages will outweigh the disadvantages.

1. **MARKETING STRATEGY**
2. Market Competitors

The [SPECIFY YOUR RESTAURANT NAME] currently is [SPECIFY NAME OF THE MAJOR COMPETITOR-RESTAURANT IN THE AREA]. There are many other competitors in the market which include [SPECIFY NAME OF OTHER COMPETITOR-RESTAURANTS IN THE AREA] restaurants.

1. Market Segmentation

The [SPECIFY YOUR RESTAURANT NAME] desires to serve to a very wide customer base. The following groups are defined as target segments that shall contribute to the growth projections of the [SPECIFY YOUR RESTAURANT NAME]:

* Children

The [SPECIFY YOUR RESTAURANT NAME] targets children boys and girls with age [SPECIFY] ([N]) below who love to eat fried chicken, hotdogs and nuggets. There is an increasing popularity of eating fried

food among the children. At the same time, [SPECIFY YOUR RESTAURANT NAME] also targets children who love to get meals with free toys. Thus, the [SPECIFY YOUR RESTAURANT NAME] will offer all-day meals with fried chicken, hotdog and nuggets on the menu. The meal can also be purchased with free toys. Furthermore, it will provide a small playground for children to play.

* Youth and Teenagers

The [SPECIFY YOUR RESTAURANT NAME] also targets teens and young adults between the age of 12 and 25 who love fried foods. Furthermore, in this age bracket, there is an increasing passion to drink softdrinks which also draws them to eat in our restaurant. Thus, [SPECIFY YOUR RESTAURANT NAME] has [SPECIFY NAME OF THE MEAL] which emphasizes extra choice and extra variety of food combos, which can be purchased in a lower price.

* Families

The [SPECIFY YOUR RESTAURANT NAME] targets families which has both parents and children dining together in restaurants or take away during family days. The restaurant shall also have a small playground so that parents can bring their children to play at, while they could peacefully eat their meals. The [SPECIFY YOUR RESTAURANT NAME] shall offer [SPECIFY TYPE AND NAME OF MEAL COMBOS, e.g. FAMILY BUCKET COMBO AND OTHER BUCKET VARIETY] to cater for bigger numbers of people to eat with favorable price.

* Couples

The [SPECIFY YOUR RESTAURANT NAME] targets couples, young or married, to provide them a place for togetherness and special events.

* Budget Customers

The [SPECIFY YOUR RESTAURANT NAME] has concerned itself for budget customers’ appetite. The [SPECIFY YOUR RESTAURANT NAME] shall offer a la carte menu and combo menu items with lower prices. There shall also be size orders such as [SPECIFY MENU ITEMS FOR SIZE ORDERS]

1. Strategy and Implementation

The [SPECIFY YOUR RESTAURANT NAME] sets its goal on establishing a strong identity in our community with a grand opening.

3.1 Design

The [SPECIFY YOUR RESTAURANT NAME] shall customize its interior design in order to suit the theme, type and kind of the restaurant business. Furthermore, the restaurant shall be designed, from time to time, to adapt to the theme for each program to be held for special events.

3.2 New Product Implementation

The [SPECIFY YOUR RESTAURANT NAME] shall offer a balance of unique dishes and old favorites, which has the right food cost to maintain profits and can be easily reproduced in the kitchen during a busy lunch or dinner rush.

The [SPECIFY YOUR RESTAURANT NAME] shall employ cross utilization of menu items to keep spoilage down and allows us to use ingredients in more than one dish.

The [SPECIFY YOUR RESTAURANT NAME] menu items shall be updated periodically. The [SPECIFY YOUR RESTAURANT NAME] will come up with a new product once in a while. We will develop a new product and the items that are not selling shall be removed.

3.3 Pricing

All menu items shall be moderately priced for the area.

In terms of [SPECIFY YOUR RESTAURANT NAME]’s existing products, the prices shall be maintained.

However, there shall be segmented pricing for customers who are members under the [SPECIFY NAME OF CLUB OR GROUP MEMBERSHIP] club. Members can enjoy special discount while purchasing different menu items and products. There shall also be special offers during special events.

3.4 Sales Strategy

The [SPECIFY YOUR RESTAURANT NAME]’s sales strategy requires consistently high quality food service and speed. It can be accomplished through the following:

* Hiring employees who genuinely enjoy their jobs
* Continually assessing the quality of all aspects
* Interacting with our customers personally, so they know that their feedback goes directly to owners
* Evaluating food choices for popularity
* Regular customers will be provided a card [SPECIFY NAME OF MEMBERSHIP CARD] through which they can avail [SPECIFY MEMBERSHIP DISCOUNT PERCENTAGE] discount on every [SPECIFY REQUIRED NUMBER OF VISITS] visits. Every customer will be given [SPECIFY YOUR

RESTAURANT NAME] [SPECIFY NAME OF ITEM] for their first visit to our restaurant.

3.5 Communication

a. Advertising

The [SPECIFY YOUR RESTAURANT NAME] shall advertise its products and services through television, newspaper and radio. It shall advertise mainly new menu item or products or promotions. Furthermore, the advertisement shall also be broadcasted in its own website: [SPECIFY OWN WEBSITE OF THE RESTAURANT].

b. Sales Promotion

The [SPECIFY YOUR RESTAURANT NAME] shall conduct programs during special events (Anniversary, Thanksgiving, Christmas, New Year, Halloween, etc. and shall give discounts during said events.

c. Public Relation

The [SPECIFY YOUR RESTAURANT NAME] shall practice numerous corporate social responsibilities such as [SPECIFY CORPORATE SOCIAL RESPONSIBILITIES, e.g., CHARITY COLLECTION BOX] in every outlet which could get customers to contribute for [SPECIFY TARGET RECIPIENTS OF THE CORPORATE SOCIAL RESPONSIBILITIES ACTIVITIES, e.g., CHARITY OF ORPHANAGES].

1. **FINANCIAL PLAN**

The [SPECIFY YOUR RESTAURANT NAME]’s financial model is based on the concept of “plan for the worst, but manage for the best”. The concept will include the following:

* Important assumptions

[SPECIFY IMPORTANT ASSUMPTIONS TO CONSIDER]

* Risk analysis

[SPECIFY RISK ANALYSIS]

* Break even analysis

[SPECIFY BREAK EVEN ANALYSIS]

* Profit and loss statement

[SPECIFY PROFIT AND LOSS STATEMENT]

* Cash flow statement

[SPECIFY CASH FLOW STATEMENT]

* Balance sheet

[BALANCE SHEET]

1. **CONCLUSION**

Planning for the growth and expansion of a restaurant or any other business is one tough task to do. There are a lot of considerations to take to work out the plan. Despite all the possible challenges and barriers, the [SPECIFY YOUR RESTAURANT NAME] shall always be ready to take the challenges through, planning for the worst but managing for the best.