Restaurant Business Plan

1.0 Executive Summary

The Traditional Home-Style Restaurant ("THR") will be a moderately priced 86 seat restaurant offering family style food and service. Broasted chicken, pot roast, steaks and pork chops along with classic hamburgers, wraps and generous salads are all on the menu. We will offer specialty selections including a lighter options and smaller portions for a children's menu.

The restaurant will be family owned and operated by Jeff and Betty Wright. Together they have over 25+ collective years experience in the restaurant and catering industry.

The Wrights will be leasing a 3,400 square foot space located at West Roads Shopping Center, an existing retail center located in Benbrook, a suburb in Fort Worth, Texas. The site was previously leased as an Italian Restaurant. Although the location was previously utilized as a restaurant, the former tenant removed the majority of the furniture, fixtures and equipment which will need to be replaced. The location will also require some additional renovation to update the lavatories and increase table space in the dining area.

The décor will feature wood accented chairs with blue and white checked table cloths. Dinner style tables will be surrounded by wooden chairs with comfortable seating cushions.

Sales projections assume 1700 customers per week resulting in weekly sales of just over $19,777, or $1,028,000 annually. This equates to around $302 per square foot in sales annually which positions THR as a highly desirable concept for ownership in a table service market where $200 to $325 per square foot is considered moderately profitable and therefore a good investment. Total start up costs will be $363,000, $174,000 of which will be contributed by the owners and the remainder will be secured by a proposed bank loan.

1.1 Business Objectives

The primary objectives of the business plan for Restaurant are below:

- To be the premier home-style restaurant in western Fort Worth, Texas
- To provide quality meals at reasonable prices with exemplary service
- Achieve Cover ratios of 1.00X at each lunch and dinner serving
- To achieve Prime Cost Ratios lower than 65%

1.2 Mission Statement

Our Mission is to provide a unique and relaxing dining experience – similar to dining at home. We will strive to achieve this goal by: 1) by providing menu items incorporating quality ingredients at reasonable prices, and 2) we will be mindful of the well being of our customers and staff– treating each and everyone with dignity and respect – just like we would at our own home!

1.2 Mission Statement

Our Mission is to provide a unique and relaxing dining experience – similar to dining at home. We will strive to achieve this goal by: 1) by providing menu items incorporating quality ingredients at reasonable prices, and 2) we will be mindful of the well being of our customers and staff– treating each and everyone with dignity and respect – just like we would at our own home!