Restaurant Business Plan

1.3 Guiding Principles

1. **Being Mindful of our Customers and our Staff**
   Coinciding with our family values, we will treat both our customers and staff in a manner in which we ourselves would want to be treated (or better!)
2. **Gratitude**
   "An attitude of gratitude" shown to our customers, employees and vendors – because without their input, service, labor and time, our business would not be here without them!
3. **Our Service**
   Provide the warm and friendly service expected from a family-style restaurant creating an informal, comfortable environment which will make the customers satisfied and want to return again and again.

1.4 Keys to Success

- Repeat business. Every customer who comes in once should want to return, and recommend us. Word–of–mouth marketing is a powerful ally.
- Hire top notch chefs and offer training to keep the chef on top of his/her game, and pay top wages to ensure they stay with us.
- Location. Convenience is essential to us; we need to be close to our market because we are not trying to get people to travel to reach us.
- A variety of menu offerings with a "down home" theme, reasonably priced to establish credibility, but not so high as to limit customers.

2.0 Company Description

The Traditional Home-Style Restaurant will be located 7950 Camp Bowie West Blvd, Fort Worth, Texas. The restaurant will be wholly owned and operated by Jeff and Betty Wright. The restaurant will serve a variety of classic home-style favorites from pot roast and mashed potatoes to patty melts and vanilla ice cream.

The restaurant will be open 7 days a week with hours as follows:

Monday	11:00 am – 9:00 pm
Tuesday	11:00 am – 9:00 pm
Wednesday	11:00 am – 9:00 pm
Thursday	11:00 am – 9:00 pm
Friday	11:00 am – 10:00 pm
Saturday	11:00 am – 10:00 pm
Sunday	12:00 pm– 5:00 pm