Restaurant Business Plan Template

Executive Summary

The executive summary is where you will list all of your previous restaurant experience, as well as any management and staffing skills you may possess. The executive summary serves a couple of important purposes, including showcasing your strengths as a business owner and detailing how you plan to go about starting a restaurant that will quickly become the premier destination in your town.

Business Overview

In the business overview section you actually get down to the nuts and bolts of how the business will operate. This section will include such vital details as where the restaurant will be located, what hours it will keep and what type of cuisine it will specialize in. It is important for the business overview section to provide a compelling argument for why starting a restaurant of the type you propose will be a successful endeavor.

Products and Services

Opening a restaurant or a bar means providing both products, namely the signature dishes you will create, and services, including the attention of your wait staff and the ambiance and elegance your restaurant creates. The products and services section gives you a chance to detail what your restaurant will offer, and what will set your new restaurant apart from the competition.

Marketing Strategy

Chances are there are already plenty of restaurants in town, and this section of the plan is designed to convince skeptical lenders and would-be investors why your plan to open a restaurant is a good one. In this part, you will detail the marketing strategy you will use to differentiate the new restaurant you open from others in the area. This section can also include details of the market research you have done, including