

## Example restaurant business plan

The trends in life all point toward more and more demand for fast food restaurants whether some people like it or not.

The reality is people just don't have time to sit down for a long meal three times a day and they have even less time to shop for food and then prepare it themselves. But our hunger hasn't gone away!

If you have been thinking about getting into this segment of the restaurant industry you are definitely in the right place at the right time as long as you keep a few important ideas in mind.

1. Unless you are opening a franchise concept, you have to make sure your business is going to stand out and offer something different
2. Just because people want it fast doesn't mean they are willing to eat junk food- fast and healthy are both equally important
3. Be different but not too different- healthy doesn't mean only wheat grass shakes and tofu- put a slight twist on some old favorites
4. It has to taste great- speed isn't a substitute for really good food
5. If you possibly can- find a location with a drive through- this can add thirty percent or more to your business
6. Don't ignore breakfast options- it's an easy way to pull a lot more profit from a business without costing you a dime extra in rent and very little more in other costs beyond food and labor
7. Make sure your service is exceptional- slow order takers, wrong orders and unsmiling counter staff are all going to cost you sales and repeat visitors in the long run- don't be a fast food restaurant stereotype

How can you make sure you work all that into your fast food restaurant business plan so your startup comes out a winner and is a successful and profitable venture from the get go? First, make sure you use a good restaurant business planning tool. Second make sure you involve experienced restaurant people as advisers. Third, stay persistent- it may take longer than you want to get your doors open but if you've planned right and done your homework.

Not only will you get the money you need to open if you follow these three simple rules but you can also be confident your business will become a financial windfall and the start of a restaurant empire you can build a fortune and well deserved reputation with in just a few years.

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