

Restaurant Business Plan

We know the restaurant industry is a difficult one in which to achieve success, but we are confident that our ideas and experience will give us a leg up on the competition. We believe that even in a sluggish economy, our product will be appealing enough to consumers that they will still want to spend their hard-earned money on a night out at our restaurant.

Our goals are to {state your business goal(s)}, and we will do this with {specific ways you will reach those goals}. We believe that our philosophy of {give your philosophy or mission statement} will help us to achieve these goals.

We know that we will be able to compete in this marketplace because {reasons you will stand out from the crowd} and because we will market to a certain kind of customer who wants {what you offer that other restaurants in the area don't}.

We are setting up our restaurant as {legal setup, such as LLC, sole proprietorship, etc.}.

IV. MARKET ANALYSIS

Though there is competition near us, our services will be superior to those currently offered in the area because {reasons why you're better than your competition}.

Our prices will be {more than, less than, equal to} the competition, and we believe they are set up perfectly because {why your prices are what they are}.

The employees we {intend to hire or have already hired} are some of the best in the business. {Talk about what your employees offer, such as excellent serving skills, history as amazing chefs, etc.}.

We are attaching {marketing materials, brochures, etc.} to give you an indication of {something that proves your restaurant will do well}.

V. MARKETING PLAN

We believe that {name of restaurant} will have the image of {kind of image you expect your restaurant to project}. Because we intend for our customers to be {type of clients you will be seeking}, we will be marketing our new restaurant in the following ways: {here is where you detail your marketing strategy, including a timeline, your advertising budget, and any charts, graphs or information you have to add to your description}.