

Startup Advantage

Restaurant Consulting Services

Business Plan

Template & Guide



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Startup Advantage **Restaurant Business Plan Guide**

Purpose:

The intent of this guide is to identify the various components that comprise a restaurant business plan. The inherent style set forth in this plan is comprehensive in nature, and geared towards the content requirements of financial institutions, venture capitalist firms, angel investors, and other stakeholders that may have an interest in investing in or funding a specific business endeavor.

About the guide:

- The Startup Advantage Restaurant Business Plan Guide guides you through the planning process in a structured methodological manner.
- It is clear, concise, and compelling with step-by-step guidance on how to create a successful business plan for a startup and/or established restaurant.
- This guide is a valuable tool for both novice and seasoned entrepreneurs alike.
- The guide is designed with embedded hyperlinks, making it easy to navigate to any area of the guide with one or two clicks.
- Each section and subsection includes a description, suggestion, and example as to what should be included.
- The guide is designed to work hand-in-hand with Startup Advantage financial worksheets and business modeling tools.
- Content areas include:
 - Confidentiality Agreement
 - Executive Summary
 - Company Description
 - Mission Statement
 - Industry Analysis
 - Product & Services
 - Target Market
 - Marketing & Sales Strategy
 - Competition
 - Management
 - Operations
 - Financials
 - Long-Term Goals
 - Allocation of Funds
 - Exit Strategy

1. Title Page

The Title page is simply the cover page. You should identify what the document is, the name of the project or business, the name of the author (if applicable), and the date of creation. You should also include any confidentiality, copyright, trademark, or other legal statement.

You can use the cover page provided, however you will need to remove the watermark in order to do this. You can remove the watermark by selecting **Format**, then **Background**, then **Printed Watermark**. At the **Printed Watermark** screen, check the “**No Watermark**” button. Close all screens.

2. Confidentiality Agreement

It is not always necessary to include a confidentiality agreement, especially if the plan is only going to be seen and used by you and your management staff. However, if you are developing a new concept restaurant, or are approaching investors and financial institutions with your plan, make sure you include a confidentiality agreement or Non-Disclosure agreement. This will protect your concept and intellectual property against piracy.

3. Executive Summary

The executive summary is the first section of the plan. It encapsulates all of the other sections contained in the plan. This is primarily why the summary is the most important section of the plan. Write the executive summary in a clear and concise manner emphasizing all of the major, compelling points of the other sections. You should attempt to keep the length of the summary under three pages, maximum.

3. Company Description

In this section, you need to identify the name, the type of business (restaurant, café, bar, etc.), the location (or locations if you are proposing a multi-unit project), how the business is to be legal registered (Sole proprietorship, corporation type - C, S, LLC, etc.), and whether or not the business is an established business or a startup. The theme of the business operation should also be described here.

Identify who will own the company. That is, if it is a partnership, limited partnership, and share amount, and the shares that are outstanding, if applicable, and any other major shareholders.

4. Mission Statement

A mission statement captures, in a few succinct sentences, the essence of your business's goals and the philosophy, quality, price, and services, management style, corporate and community image, and the business's growth and profitability goals. Equally as important, the mission statement

signals what your business is all about to your customers, employees, suppliers and the community.

Ask yourself the following questions and incorporate your answers into your mission statement. *Why are you in business? What image of your business do you wish to portray? Who are your customers, and what benefit will they realize by buying your products or services? And, what is the underlying philosophy of your business, staff, and management team?*

5. Industry Analysis

This section covers the general aspects of the food industry. Content for this section should include the historical background of the industry, if applicable, the current state of the industry, as well as the future trends. Your statements concerning the industry should have verifiable industry and/or analyst data to support your claims. If possible, try to narrow the data to the specific area you are targeting. The information needs to be pertinent to your project or business endeavor.

5.16. General Information

Here you can describe the general economic climate of the industry, specifically the restaurant, service, or hospitality industry.

5.17. Size and Growth Rate of the Industry

This subsection includes data as to the rate of growth for the industry and specific growth rate for the market segment you are targeting. To demonstrate the size of the industry, you should compare it to historical and current Gross National Product (GNP) growth rates.

For your specific area of focus, you need to show

5.18. Business and Economic Cycles

This is an important area in that it demonstrates that you are thinking about all the various forces that may have an affect on your business. Describe how a present or anticipated national or local economic trend (recession, inflation) can impact your business. For example, will the slow down in the

5.19. National and Local Regulatory Requirements

This area is critical to your operation. You need to specify the impact of national and local regulations on your business. You also need to articulate how you will address any negative impact.

For example:

- If you have a cocktail lounge in your facility, will the no smoking regulation affect your happy-hour business?
- If you employ 75 employees, how will the Workers Compensation regulation affect your business?