



A complete

# Business Plan E-Guide

For F&B Businesses



# Table of Contents

<b>Why Do You Need a Restaurant Business Plan Template In 2022?</b>	<b>5</b>
1.1.1 Who Needs to Read a Restaurant Business Plan?	5
<b>Here's What a 'Run of the Mill' Online Restaurant Business Plan Comes With...</b>	<b>6</b>
1.1.2 Before Proceeding Here's What You Need To Be Mindful Of	6
<b>The Ultimate Restaurant Business Plan For Aspiring Food Business Owners In 2022</b>	<b>8</b>
1.1.3 Restaurant Executive Summary	8
1.1.4 Sample Executive Summary For Your Restaurant	9
1.1.5 Business Objectives	10
1.1.6 Mission Statement for 'Eatery Hotspot'	10
<i>Sample Mission Statement</i>	11
1.1.7 What Makes a Mission Statement Successful?	11
1.1.7.1 Also Read: Restaurant Menu Management – How To Control Food Cost?	11
<b>Your Company Description</b>	<b>12</b>
1.1.8 Your Restaurant Startup Summary	12
<b>Restaurant Services</b>	<b>13</b>
<b>Competitive Analysis</b>	<b>16</b>
<b>Administrative System Analysis</b>	<b>18</b>
<b>Market Analysis</b>	<b>19</b>
1.1.9 Market Size	19
1.1.10 Main Business Competitors	19
1.1.11 Market Segment(s)	20
1.1.12 Target Market Segment (If Applicable)	21
1.1.13 How to Implement a Marketing Strategy	22
Website & Mobile Food Ordering App	23
<b>SWOT Analysis</b>	<b>24</b>
Strengths	24
Weaknesses	24
Opportunities	24
Threats	24
<b>Positioning Statement</b>	<b>25</b>
<b>Pricing Strategy</b>	<b>26</b>
<b>Sales Strategy &amp; Forecast</b>	<b>27</b>
1.1.14 Milestones (If/Any)	27
1.1.15 Exit Strategy	28
1.1.16 Personnel Plan	28
<b>Financial Plan</b>	<b>29</b>
1.1.17 Meal Price Ranges and Important Assumptions	30
1.1.18 Start-Up Cost	30
1.1.19 Balance Sheet	32
<b>Conclusion</b>	<b>33</b>

## The Complete Business Plan Template For Restaurant Business Startups

Every new restaurant business in the food industry aspires to scale. The common traits are hard work, the will to succeed, and innovative technology. However, expanding a business is not easy these days.

During the aftermath of the COVID-19 pandemic, when so many businesses in the market had to either shut down or transition to digital-only platforms, new startups reportedly had to struggle a lot. During such events, many potential business owners had to hold off on their plans to found their businesses because of a general lack of direction, among other things.



There's a dire need for a reliable go-to resource for restaurants and retail industries.

That's why we've put together a comprehensive marketing plan for you. Rest assured, unlike typical business marketing templates you can easily find on the internet, this resource isn't a result of a haphazard job. We spent hours combing different online repositories and 'hassled' out existing clients with many questions to create this brief write-up.



## Why Do You Need a Restaurant Business Plan Template In 2022?

### *Good question.*

Here's a short answer. Would you instead start a business on a hunch – and that too, without a game plan, or follow a set of outlines to pinpoint a proper roadmap? While it's true that many businesses are founded on pure whim, for any industry to succeed, there has to be a well-thought-out plan in place.

Suppose you were to question those successful business owners who founded a thriving restaurant on impulse. In that case, they'd tell you that they had to strategize and improvise a lot during the founding years of the business.



Under such presumption, it is safe to say that a cohesive restaurant business and marketing plan is the sole ingredient for making ideas a reality.

For instance, a strategy without a properly formalized tactic is always known for turning over slow results. Similarly, a business without different multi-operational teams often struggles to break even because the owners don't know what to do.

They're also clueless when it comes to area-specific improvements, how to address pain points to turn regression into pure progress - so on and so forth.

A restaurant business plan is more of a script on how your business should be.

We have seen the demise of countless food businesses that started with a bang; their primary target was securing funds, finding a location, creating marketing pamphlets, and laying the groundwork.

From the actual day of the restaurant's inauguration and through several years, such startup owners lack the planning that is supposed to drive the success of their businesses. As a result, most such businesses owners can expand their restaurants to 2 or 3 branches, but that's about it.

### **1.1.1 Who Needs to Read a Restaurant Business Plan?**

Here's another critical question.

Let's say that you have a comprehensive restaurant business plan or a restaurant business template to begin with. Who is going to refer to it or read it anyway?

## Here's What a 'Run of the Mill' Online Restaurant Business Plan Comes With...

Most of the restaurant business plans on the internet are available in downloadable formats. They can be edited as outlines where you are supposed to input all your relevant business information. Logically speaking, these outlines are great, but they don't do much in terms of actually helping the potential business owners take the first step.

In that order, the constituents of these restaurant business plan outlines are prominent:

- How to get an angel investor for your potential food business
- How to get a bank loan on your dream restaurant
- How to get lease space and convince your team to believe in the concept of a soon-to-be-founded restaurant
- How to plan your restaurant's imminent success and daily operations 'on the go?'
- Help managers on executing decisions based on the Just In Time (JIT) concept of inventory management

So on and so forth. The point is that a restaurant business template without any factual information or detail is just a filler document with placeholder elements to illustrate the concept.

On the other hand, we offer a brief roadmap of establishing your restaurant with a fail-safe plan for success.

Rest assured, we have already completed the daunting task for you – i.e., to write down and discuss the critical elements of a top-notch food business plan. The remainder of the task is to survey the market, analyze your competition and open your restaurant.



### 1.1.2 Before Proceeding Here's What You Need To Be Mindful Of

As a would-be food business operator, you need to refer to this restaurant business plan + template as a guide. There's a good reason for this.

At the end of the day, when you look around your actual market, analyze existing food businesses and the target audiences, you need to improvise a bit. Maybe your potential customers belong to a particular age group that prefers homemade food recipes instead of fast food.

Or it could be the opposite because the countless millennials sitting in their offices near your restaurant desire juicy burgers and fast food meal combos ordered conveniently through your restaurant ordering app or website.

Given such circumstances, make adjustments to this restaurant business plan to fit your business needs before using it.

At the same time, there's no harm in getting a business consultant on board. Most of them don't charge much money, and they offer valuable advice on many things that you may not be aware of.

It is also okay to seek professional help on essential matters such as the end-of-year food business taxes, your community policies, health codes, and more. These are the things that are not made evident in any restaurant marketing or business plan these days. However, as common sense prevails, you need to think outside the box and cover all the bases before going all-in.

Improvisation and Analysis will save you much hassle that'd otherwise cause your business to collapse.

# The Ultimate Restaurant Business Plan For Aspiring Food Business Owners In 2022

Go through the following guidelines laid out step-by-step and save all your questions until the end. The chances are that, as you scroll down, you will find answers to your questions. If there's something that you still need to know, feel free to share your thoughts in the comments section below.

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## *Let's get started.*

### 1.1.3 Restaurant Executive Summary

The executive summary is the first and foremost of any restaurant business plan template.

It's almost always mentioned at the top of such documents because of its immense importance. And there's a good reason for that.

So, in the case of your food business, the executive summary is supposed to be 1 to 2 pages long. That's the length for a short version or for startup business owners who prefer simplicity. A full-fledged executive summary spans over a 4 – 5 page document emphasizing essential things such as

- Target audience
- Mission statement
- Realistic timelines for your restaurant's launch
- Building space requirements

Remember to detail the description and a brief history of the business you are about to establish.

If you still don't know where to start your restaurant's executive summary, read on...





### 1.1.4 Sample Executive Summary For Your Restaurant

My restaurant: 'Eatery Hotspot,' will be a moderately priced food establishment blended with my family's homemade specialties and fast food. The restaurant will thrive adjacent to the metropolitan area and accommodate up to 86 people at a time.

'Eatery Hotspot' will be owned and operated by two close friends, i.e., Mr/ Ms. So and So and Mr. Jefferson.

Since we don't have real estate in our names, we will be leasing a 3000 sq. ft. space in the metropolitan area. Based on the down payment and the funds we will be saving aside, we can start renovating the space that was previously a local pizzeria.

The overall decoration will be family-friendly for walk-in customers. We will also subscribe to a quick commerce-enabled, direct food ordering website and mobile app.

Doing so will help us stay ahead of our competition because some service providers do not charge high commissions or monthly fees. Plus, the order fulfillment process is lightning fast, and it's an all-in-one package that includes a ready-made, branded food ordering mobile app and website.

Right now, our sales projections are estimated based on 1000 – 1500 customers a week. We aim for the \$11,000 mark, or at least \$1,000,000 annually. This is a highly desirable concept for the ownership of a restaurant with a mixture of table service and an online food ordering platform.

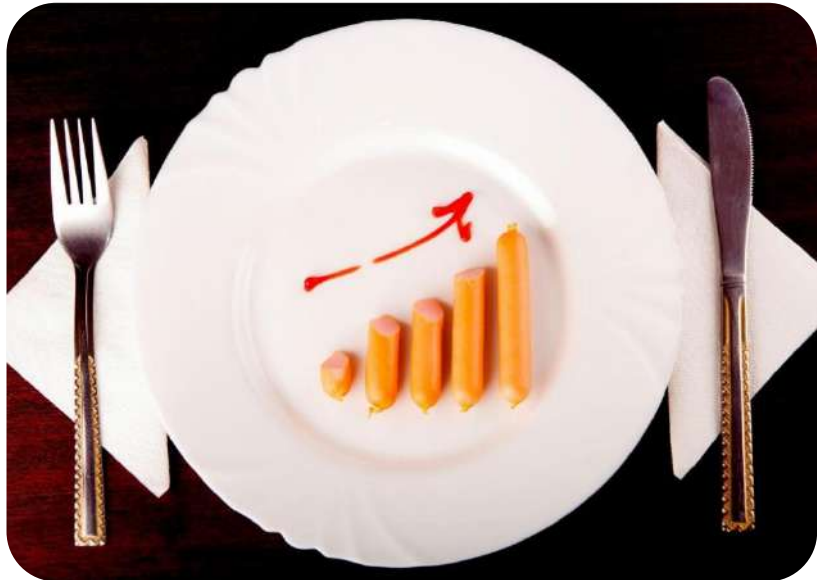


The total cost of our **startup is slightly more than \$300,000**. Half of this amount will be contributed by the business owners, i.e., Mr. Jefferson and me. A local bank will loan the remainder of the amount.

### 1.1.5 Business Objectives

The next part of the executive summary is a bunch of business objectives that you wish to achieve in the first year.

Ideally, these objectives should be written down by you because goals are unique to every business. To some extent, it's true when experts say that no two firms operating in the same industry are identical. There are always differences in day-to-day activities, short-term vs. long-term business goals, and performance metrics.



These business objectives will give you a head start on what you are supposed to create when writing this part of your executive summary.

- 'Eatery Hotspot' will be the premier dining experience for families and millennials by the year 2023
- We will be offering high-quality meals at competitive prices
- Our prime cost ratios will be at an all-time low
- During rush hours pertinent to lunch and dinner servings, the cover ratio will not exceed 1.0X – equivalent to the cost of ingredients purchased per head or serving.

### 1.1.6 Mission Statement for 'Eatery Hotspot'

The mission statement will outline the Unique Selling Points (USPs) that your restaurant will have. Alternatively, a mission statement can also incorporate the steps necessary to achieve the very first goal you have to complete. However, those steps are not the primary part of the mission statement. The masthead is the goal driver, whereas the steps are the milestones to get your restaurant up and running.



Do you wish to offer your patrons the best fine-dine and online food ordering experience?

- Fantastic. As per your mission statement, you need to offer high-quality, unique menu items at competitive prices.
  - This will keep your cost of goods sold to a bare minimum. You will also need to control portions per serving to keep your costs down.
- Be mindful about offering your clientele robust customer support through support channels such as a helpline and social media.
- Treat your staff members with dignity and respect as you would your own family. Provide staff members with hands-on training to equip them with the skills they need for a delightful customer experience.

### **Sample Mission Statement**

Here are a bunch of mission statements to give you some ideas.

- We prepare and serve the best homemade food at a great value in a home-like environment.
- We want to 'WoW' you with a fantastic blend of fast-food and homemade recipes.
- Every guest who chooses to dine-in at our restaurant leaves with a big smile of satisfaction.
- Enhance your palate with the freshest homemade recipes and a mean fast-food menu to choose from.
- We make the tastiest nutritional food for you on the go.
- We want to make your day better with superior sandwiches, homemade recipes, and a place to sit back n' relax.

### **1.1.7 What Makes a Mission Statement Successful?**

The mission statement of any business thrives on a few guiding principles. They are the keys to long-term success. Without any guiding principles or values you hold close to your business, you won't have a 'mantra' for you and your co-workers to believe in.

- Express gratitude towards your customers and patrons in general.
- Go for the best chefs in town because many patrons will remember your restaurant for how the food tastes there at the end of the day.
- Set up shop at a convenient location that's easy to reach with ample parking space.
- Make it easier for your customers, especially online visitors looking to get in touch with you, to connect.
- Try to mix up a bunch of different recipes since 'Eatery Hotspot' will be banking on the "down-home" theme.
- Play with restaurant menu engineering to eliminate outdated or low-selling items from your online and dine-in menus.

**1.1.7.1 Also Read: [Restaurant Menu Management – How To Control Food Cost?](#)**

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## Your Company Description

This part of the restaurant business plan elaborates on the nitty gritty details of your actual company. In your case, if you haven't legally formalized a different name for the business on paper, the company name will be the same as your restaurant name, i.e., 'Eatery Hotspot.'








'Eatery Hotspot' will be located at 'Enter your exact or expected business address here.' This restaurant is a family-owned business looking to serve millennials and families a blend of homemade recipes and fast food items.



Our restaurant will be open 7 days a week. The service hours are stated below:

We want to remind you that this entire business plan is meant to help you chalk out how to launch your restaurant. Therefore, please take it as a set of guidelines to build your business plan upon rather than a pre-made plan to follow.\*Please note that you can choose the values you see fit.

**Table 1.0 – 'Eatery Hotspot' Business Hours & Daily Schedule**

						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
11:00 am 09:00 pm	11:00 am 09:00 pm	11:00 am 09:00 pm	11:00 am 09:00 pm	11:00 am 10:00 pm	11:00 am 10:00 pm	12:00 pm 05:00 pm

### 1.1.8 Your Restaurant Startup Summary

Small and to-the-point key elements will go in this part of your restaurant business plan.

- Initial Cost Details:** The restaurant **will cost exactly \$363000** to open. We have arranged half of the initial amount through personal savings. A local bank will loan the other half.

Most of our expenses are laid over furniture, sanitation, plumbing, safety code adherence, equipment, and vice versa. Since the physical space also requires renovation, we have allocated up to \$50,000 to make on-site customizations and improvements before formally launching 'Eatery Hotspot.'

- Facility and Restaurant Location Details:**

As stated earlier, at the start of this detailed restaurant business template guide, we decided that our restaurant would have an area of 3,000 sq. Ft.



Ideally, it's not located in the heart of the city since that impacts pricing and bleeds the competitive edge on menu item pricing. Therefore, our restaurant is located at 'So and So Address,' adjacent to the more feasible area in lease terms.

The location has a population of 50,000, according to your city's recent consensus report. Once again, this data is based on assumptions that you will need to improvise on. Once you have the facts and figures, you can input that information in this section of your business plan.

Moving on, 'Eatery Hotspot' is located where single and multi-family housing is nearby. The median household income is conducive to the type of menu and competitive pricing we are looking to offer to this clientele.

## Restaurant Services

- **'Eatery Hotspot' s' Daily Operations**

Please refer to your actual business hours or 'Table 1.0' for this part of the restaurant business plan. Ideally, your restaurant's operating hours should be favorable for dine-in customers and staff.

If you want to remain open 24/7, make sure that you have enough staff members to work in shifts. Assigning your double staff shifts is not a good idea because it comes with a bad stretch and stress for staff members. You can incentivize the program with additional pay for anyone willing to do double shifts, but don't mandate it.

State down different policies for adjustments to the restaurant schedule. You need to increase and decrease the labor time as per the business's daily operations.

Some days are high times for customer flow, while others may not bring in many customers.

**Fixed labor hours**, regardless of daily business volume, tend to affect your financial turnover.

### *How so?*

Certain rainy days of the month don't have many patrons coming in.

Therefore, you won't be making any sales to meet your daily target. On the side, there are employees to pay on fixed labor charges. Therefore, low sales + the usual per hour labor cost will affect your turnover specific to that day.





- **Inventory Management and Stock Replenishment**

The restaurant has decided to avail inventory management services from a quick commerce enablement platform with a branded website, mobile app, back-of-house portal, and fleet management system.

Contrary to common belief, the management decided to sign up for a subscription with this q-commerce business partner.

- a. Quick commerce is the way forward in the food industry.

Fast order fulfillment and minimum wait time is just one aspect of the restaurant business that customers, especially millennials, dig.

- b. Direct online ordering platforms, such as Blink, allow 'Eatery Hotspot' to focus on integrated marketing solutions through a dynamic customer analytics dashboard.

- c. There's a separate fleet management portal where any restaurant can oversee delivery stats, rider delivery numbers, minimum vs. maximum order delivery time, active zones, etc.

- d. Above all, direct online ordering platforms are cheaper than your typical aggregator model because of the difference in commission-based percentages.

The business partners have decided to replenish ongoing inventory items during off-peak business hours. One partner is responsible for maintaining orders, stocking inventory, and supplying. The other partner in 'Eatery Hotspot' will take care of inventory stock through the integrated inventory management system in the restaurant order management platform.

Other than the usual activities, both business partners will oversee employee attendance, logged hours, and the daily number of orders fulfilled for walk-in and online food ordering customers. Ideally, the inefficiency of a few days where order volume from real-life patrons is low will be covered up through online orders coming through 'Eatery Hotspot' s' official online food ordering app.

Once again, this food ordering app and the adjacent website are part of the technology stack that the direct online ordering service provider already offers through one package.



- **Hospitality Etiquettes**

- a. Mr. Jefferson will ensure that the walk-in patrons are greeted immediately by him or an assistant manager/ server, who will ensure that seating preference is already available.
- b. The staff, assistant manager, or one of the business partners will ensure that as soon as the customers are seated, they are given enough time to decide on which menu items to go for.
- c. Initial orders will cover drinks, complimentary appetizers, or vice versa, while the kitchen staff takes care of the main course.
- d. The order will be printed to a requisition order loader or a screen installed over the kitchen counter. The chef will keep track of orders through printed tickets or screen sheets connected through POS software to make sure everything is cooked on time.
- e. Depending on the customer volume, servers may be required to let customers know in case of any delays to the order.
- f. At the end of the customer's meal, servers should offer them a feedback slip or ask them to follow the restaurant on the social media page to help the management bank with the 'word of mouth' marketing effect.
- g. The customers will be given an order confirmation email alongside an online receipt for the record for online food orders. Meanwhile, the order will be routed through the restaurant's order-taking portal to notify the line cook and staff members of order preparation.
- h. A delivery time will be shared with the customer through his order confirmation receipt/ email.



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## Competitive Analysis

Almost every industry in the world oversees healthy competition daily.

Let alone; if we were to talk about the scope of competition and revenue in the food business industry from the US, there are over 480,000+ restaurants to take into account. Top them off with a combination of annual income through online and on-site food orders; you get about \$400 billion.

The major players in the US market are a handful of Brinker International companies that own McDonald's, KFC, Maggiano's, Olive Garden, Red Lobster, etc. This is a highly fragmented industry where you need to go the extra mile to survive.



However, most of these businesses remained consistent and witnessed a steady growth spurt over time. Before hitting the big league, Ray Croc had to spend a lot of time reshuffling his priorities, creating an order fulfillment line process, etc.

Mc Donald's actual business is real estate, where they lease the property and franchise to the people looking to invest in the brand.

In a nutshell, you will always have competition. So, don't worry.

***We'll assume that 'Eatery Hotspot' is a US-based restaurant.*** Let's say you have the following competitors:

- **Barbeque Ben's** – Being a sole proprietorship business, Barbeque Ben's primary focus is on culinary BBQ menu items. Although the food offering does not compete directly with the subject, the restaurant targets the same neighborhood families and has operated at a single location since 1978. Entrée ranges from \$8.99-\$12.
- **Chili's** – As mentioned earlier, Chili's is a big name. They started small, but due to immense success, the business scaled on multiple fronts to the effect- of different branches. Food choices are varied, and prices range from \$8-\$21.
- **Applebee's** – Just like Chili's, Applebee's is a chain restaurant that offers a combination of fast food and homemade recipes for standard fare. Due to the immense business volume, sometimes

the food taste is on par with average. This is where 'Eatery Hotspot' can excel because its mission statement is to provide high-quality food at a competitive price.

- **Cracker Barrel** – located along Interstate 30, the restaurant is not within the target market area. However, due to its menu offering of home comfort food, the restaurant attracts a similar market, although Cracker Barrel's attracts the tourist business as well. Entrées range in price from \$operatess **Analysis**

Over the last two years, many businesses went in and out of work due to the COVID-19 pandemic.

Also, the suppliers had to throw in the towel early or pause their operations momentarily since inventory supply-demand wasn't high. Mr. Jefferson and his partner have established relationships with different suppliers to make up for any food ingredients that are otherwise not exclusively in stock with one supplier.

Within reasonability, they also thought that having multiple suppliers would cause them to keep the flow of ingredients, utensils, and equipment supply steady.

## Administrative System Analysis

Administration in the food business calls for managing different activities in the 'Eatery Hotspot' industry. The business owners have to take care of staff, performance charts, daily cash control, weekly prime cost reports, and quarterly sales analyses.

These requirements can be fulfilled through the direct food ordering platform they have partnered with. However, to keep track of staff hours, they decided to install a POS system to help them with individual employee performance.



- **Daily Cash Reports:** These can be accessed through the vendor account. The results can be filtered by day, week, or any time of the month.
- **Sales and receipts** can be compared to the actual cash and credit card deposits that haven't materialized yet. Acceptable, over, or short amounts will be automatically adjusted by the quick commerce direct food ordering platform technology.

However, for clarity's sake, the business management can tally monthly and weekly totals on Microsoft Excel to match the numbers that the admin account in the order management portal is showing.

- **Weekly Sales, Prime Cost Reports:** These can be prepared to show the gross profit margin after deducting the Cost of Goods, Labor Cost, or any other expenses from the food order menu volume. Assuming that the cost is on par with 75% after all the deductibles, the management's takeaway money is around 25%. This can be split between both partners as per their discretion.
- **Bookkeeper:** The management has decided not to hire a dedicated accounts manager for the time being. During the first 8 – 12 months of 'Eatery Hotspot' operations, they want to see if the restaurant's online order management system and the POS system are capable of bookkeeping.

If that's the case, the additional expenses in the form of a bookkeeper's salary can be saved and spent on marketing campaigns.

- **Payroll Processing:** The business's management has decided to process payrolls through checks for permanent staff members. Those employees, such as servers hired on a contract basis or through 3<sup>rd</sup> parties, will be compensated daily at the end of their shift through cash.

According to the management's decision, payroll details will be maintained in a separate sheet on Microsoft Excel or Quick Books.



## Market Analysis

This is the part where things get interesting for 'Eatery Hotspot' business owners. Since we mentioned earlier that we are running this restaurant in the US market, the industry's total revenue is worth \$400 Billion – 604 Billion per year.

Over the last three years, the food and beverage industry saw phenomenal growth in online order volume. Due to health care policies, lockdown ensued, so people placed all their food orders through internet-based food ordering apps.



Due to quick commerce solutions, fast order fulfillment has fueled the demand curve for restaurant customers all over the USA. On any given day in America, over 130 million people play the role of patrons through online and real-life restaurant establishments.

The order volume, when combined, is expected to exceed \$2.7 trillion in the next 3 years.

Although large companies, such as; KFC, Olive Garden, TG's, Mc Donald's, share a huge chunk of market revenue, they only hold 25% - 30% of the US restaurant industry. The rest of the percentage is divided among cloud kitchens, food startups, aggregators, and direct online ordering platforms.

Although the market seems challenging, there are still a million opportunities awaiting your business.

### 1.1.9 Market Size

Over 480,000 restaurants are operating in the US.

### 1.1.10 Main Business Competitors

As mentioned earlier, the main business competitors, in the long run, are KFC, TG's, Chili's, Applebee's, and McDonald's.

The question is, what about the imminent competitors within an earshot radius of 'Eatery Hotspot.' Take a look below:

- Barbeque Ben's – Being a sole proprietorship business, Barbeque Ben's main focus is on culinary BBQ menu items. Although the food offering does not compete directly with the subject, the restaurant targets the same neighborhood families and has operated at a single location since 1978—entrée range from \$8.99-\$12.

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- Cracker Barrel – located along Interstate 30, the restaurant is not within the target market area. However, due to its menu offering of home comfort food, the restaurant attracts a similar market, although Cracker Barrel's attracts the tourist business as well. Entrées range in price from \$7.99-\$14.

### 1.1.11 Market Segment(s)

We feel that your restaurant can excel in different market segments simultaneously. Suppose you were to refer to the USP section of your restaurant in the Executive Summary page above. In that case, you can recall that we talked about 'homemade tasty delicacies' alongside fast food recipes.



Homemade recipes are one thing that family-based patrons love to munch on. Since more and more restaurants are shifting to line grill cooking systems that usually follow the same pattern to churn out hundreds of burgers etc., homemade recipes have become a rarity these days.

We selected the area for our restaurants because of the limited population, patrons that go in and out almost every day to purchase food from you, and single + multi-unit family residences.

The motto is to encourage families and millennials on the move who are tired from a day of work or on their way to their office to stop in for a home-cooked meal that they can enjoy. If it doesn't require a lot of cleanup duty on your part, what more could you ask for?

### 1.1.12 Target Market Segment (If Applicable)

Ideally, your restaurant's location should be roadside or in a corner that runs North and South interstate on different angles. One location that runs East and West through connected suburbs or residential areas can cater to a large audience without going out of the way.

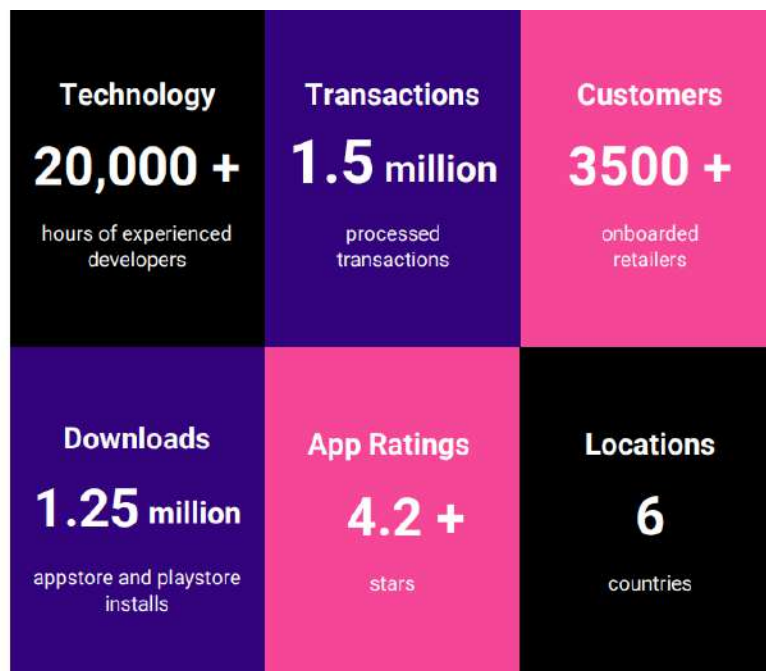
To further help you understand your restaurant's unique market segment, here are some trends that the National Restaurant Association Shared.

The target market segment for items in high demand are

- Kids' food with nutritional value
- Sustainable seafood at the appropriate time of the year

This will not be the central part of your restaurant menu engineering strategy because seafood is usually high in demand during the Winter season.

**Don't  
experiment  
when you  
have Blink**



- Hyperlocal items listed through some kind of 'The Best Restaurants In Users' Local Vicinity' through an app
- Locally sourced meats
- Gluten-free dishes for people with specific tolerance issues
- Farm brand organic produce and ingredients in restaurant dishes
- Homemade recipes
- Homemade fast food recipes, such as; BBQ steaks, burgers, and Kobe Beef
- Different culinary themes for children, adults, and online patrons alike
- Combo-based meal suggestions through a food ordering app for increased chances of pre-selling!

### 1.1.13 How to Implement a Marketing Strategy

'Eatery Hotspot' will position itself as the premier home-style restaurant that can also prepare high-quality fast food on the side. The same concept will be applied through an engineered online menu that can be accessed anytime through the food order app's admin account. The menu selection will appeal to different age groups as far as local patrons are concerned.

As far as the marketing strategy and its implementation are concerned, the topic covers various issues. We would love to detail each and everything, but to maintain focus on the critical items of their restaurant business plan, we'll cover only the finer details.

Please go through the following resources available through our Blog Posts at Blink's official website whenever you do get time.

1. [How High Aggregator Commissions Are Killing Your Restaurant Business In 2022](#)
2. [6 Super Effective Online Marketing Strategies for Newly Founded Restaurants](#)
3. [5 Important Restaurant App Features You Need To Scale Your Business With](#)
4. [Restaurant Ordering System Cost? How Much Should I Pay For Running My Business?](#)
5. [4 Reasons Why Your Food Business Needs a Branded Online Ordering System](#)

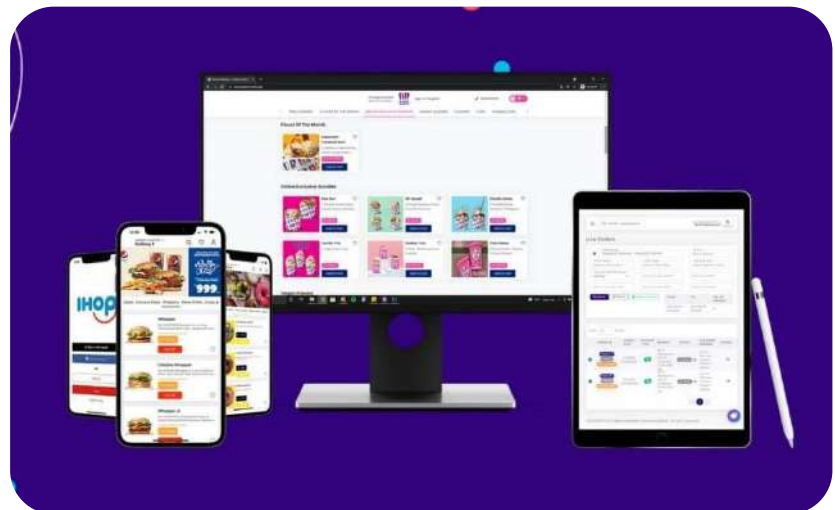
You will take advantage of home-styled theme décor, friendly staff attitude, and an expedited order fulfillment process towards a delightful customer experience.

Keeping the standard competitive rates in view, you will also enable or beta test self-payment services for customers at their respective tables. This can be done through the integrated QR code scanner system in the restaurant order management system that you signed up for.

As part of the management team or one of the business owners behind the show, you need to remain current with the latest marketing trends.

Since we have been talking about an online order management system with an integrated dynamic dashboard, you can do a lot of marketing based on customer analytics data.

Here's what a quick commerce-enabled platform can offer to scale your marketing campaigns. Bear in mind that most of these campaigns can be formulated and executed by you without spending any extra money. The data is self-sufficient and reliable to the extent that it helps identify your strengths and weaknesses for improvising later.



- **Integrated Customer Analytics:** We will use customer analytics data through the integrated dashboard functionality in our restaurant's online order management system.

This system is primarily for online food order management. You can port the data over to the order management portal for local walk-in customers by sending in a request to the vendor in question.

- **Database:** If we already have a potential prospects list accumulated during our market survey days, we will send them emails through Newsletter campaigns to notify them of 'Eatery Hotspot's' grand opening on so-and-so date.
- Our restaurant will also use fliers for banking on the word-of-mouth marketing effect.
- **Online social media pages** will be maintained for Facebook, Instagram, SnapChat for Business, and other applicable websites.
- We will offer **unique discount codes** through the loyalty program on our vendor account maintained on the restaurant order management portal.
- We can use the **powerful customer data reports** to see which items are selling high and which ones are being combined with common foods to supplement the effect of a bestselling menu.
- **Complimentary food** items, such as sandwiches, chicken brisket pieces, or any other items that don't affect our profit will be sent to our online customers to warm them up to what our restaurant can offer.
  - 1) According to the National Restaurant Association report, sending **complimentary food items** with the base order has [increased the revenue by up to 15%](#).
- **Word of Mouth** – During the first few months of the business, we will market our business through a database of existing/ potential patrons that we listed during the survey period of the company. These customers will be contacted through phone calls, newsletters, etc.
- **Participate with Other Local Businesses** – Other local businesses such as retailers, vendors, and different service providers will be supplied with our branded flyers and business cards.
- **Direct Email Campaigns** – These will be run in bulk after aggregating enough email addresses. We will use SendGrid or SendPulse to set up an email marketing campaign for this restaurant business plan.
- **Event Marketing** – This will be done by setting up events through our restaurant's Facebook page. Local check-ins will be confirmed, and ad campaigns will be run by selecting an audience within a 30-mile radius of the restaurant itself.

### Website & Mobile Food Ordering App

- Thanks to the direct online ordering platform, our restaurant's website, and mobile food ordering app are part of the services bundle on the vendor's end. These platforms will be branded with our unique logo and brand kit.
  - We will make sure that our food menu, map, and business operations are mentioned so that people can quickly look them up on the food ordering app, restaurant's website, and social media pages.

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## SWOT Analysis

SWOT analysis is a simple breakdown of a business's strengths, weaknesses, opportunities, and threats. For 'Eatery Hotspot,' here are some preliminary observations that we'd like to highlight.



### Strengths

- Our restaurant is easily accessible due to its location near the interstate/ connected suburbs.
- The staff has a can-do attitude, and everyone's willing to go the extra mile
- One of the owners has experience in the catering industry, which brings a lot.
- Since we are a small business, we can focus on maintaining exceptional food quality.
- These days, hyper-growth is a benchmark level status. It can't be achieved without partnering with a quick commerce enablement platform. We are explicitly using a direct online ordering platform to fast-track order fulfillment.
- We are hand selecting our employees to ensure that they offer unparalleled service compared to our larger competitors.

### Weaknesses

- Tight margins will allow little wiggle room for error
- 

### Opportunities

- Little barriers to entry allow for immediate business opportunities
- Offer additional catering services to local households in case of any special events etc.

### Threats

- Health care policies and food inspector check-ins are needed to stay current as per government mandates.
- Rising operating costs.
- Building sales volume during the first few months of a business launch.
- We need to ensure that consumers believe in our food quality since there's a common notion that homemade meals are healthier than meals prepared in a restaurant these days.

## Positioning Statement

'Eatery Hotspot' will be pivoting off home-based recipes and homemade style food to attract people from the suburbs and millennials. For local patrons, this restaurant will offer a warm and comfortable setting – and that too within feasibility to make up for a delightful customer experience.

We have a wide selection on our menu and have menu options for a lighter fare and a children's menu. This goal is part of our restaurant menu engineering strategy that we have been working on, on the side.

Other than that, unless and until explicitly mentioned, the restaurant will be open 7 days a week at the time mentioned earlier in Table 1.0.



Another essential thing to mention here is that the staff will be trained to maintain a professional attitude. Unlike many chain competitors, our servers will not try to be customers' best friends, flirt with anyone, or pass snide remarks to vent frustration.

Your meals won't be rushed through, and if you are not satisfied with your order, within reasonability, it will be on the house.

Our name says it all "*Eatery Hotspot - - Honest to God food served to you by honest to goodness people!*"

## Pricing Strategy

Pricing strategy is a topic that begs for attention, especially for people on the lookout for a detailed restaurant business plan. Unfortunately, in templates, you don't get those details because they usually have a lot of placeholder text where you need to fill in the information.

The best tip that we can share with you on pricing strategy is to pivot off your Cost of Goods, Labor Cost, and the most important item, which will be your food menu.



The three variants need to be analyzed by studying your local competition. We can assure you that none of your competitors will give much information on the actual pricing strategy – and that too is because of good reason. No one wants to share such secrets with potential competitors. Besides, if you look at it this way, would you instead share your business's pricing strategy with an aspiring startup owner on a whim? Of course not.

Therefore, you're going to have to be intelligent about pricing strategy.

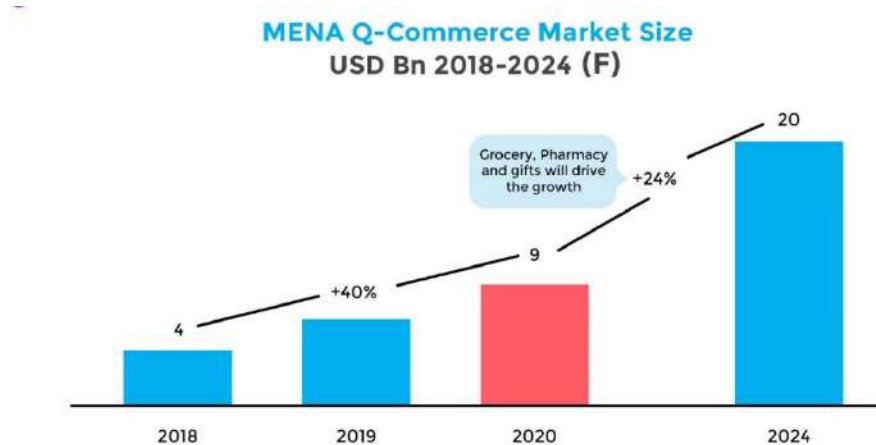
As far as the menu is concerned, and this applies to your online food order menu, gather your information from your competitors.

- How have your local competitors priced their food menu?
- Which items are cheap, and which ones are expensive?
- Is there any wiggle room for your business where you can do the same, but with a massive difference in prices on your food order menu?

Ideally, startups can control the current employee cost and overhead expenses because there is much flexibility when the business is in its founding stage. You can hire family members as staff members to negotiate for lower salaries and offer them incentives, such as occasional free meals, etc.

Weekly prime cost needs to be monitored as a milestone. By keeping tabs on your performance every week, you can reshuffle things around your branding strategy, marketing, and other elements to sustain your business's performance over time.

## Sales Strategy & Forecast



The following section is more of a guideline for potential business owners. We implore you to analyze the competition and then improve the sales & forecast strategy that we have mentioned here.

The most important aspect of a good sales strategy is sublime customer support. If you are active and have a habit of getting back to customers, your business speaks of top-notch ethics where customer support is always prioritized. About 1 in 20 customers always contact management or share a review through the restaurant's online order-taking portal. The same goes for social media pages.

The business owners are recommended to have periodic staff meetings to highlight the ongoing business agenda, identify pain points and handle any staff complaints. Change always comes from within, and unless & until everyone isn't performing to their best, you cannot capitalize on the sales strategy. Since 'Eatery Hotspot' is a startup, expect a conservative increase in sales revenue on annual terms. Over the next 3 years, you can assume that the sales revenue will be around 4% - 5% after adjusting the growth curve for inflation. The catering revenue can increase as long as you provide catering services on special events within your local vicinity.

We will encourage our employees to grow our customer base and provide incentives and regular bonuses to employees for referrals and repeat customers. These initiatives are still in the planning stages as we gear up to hire and staff. They will play an active role in our employee culture.

As we grow our catering business and our lunch business group, we will hire a sales director to facilitate this portion of the company. However, hiring people higher up in the food chain comes over time. It isn't feasible to hire a dedicated account manager and a sales director at the very start of the restaurant's business tenure.

### 1.1.14 Milestones (If/Any)

The initial milestones are listed as a placeholder. You can write down dates alongside each step to keep up with the proposed schedule.

Table 1.2: Milestones

Milestone	Date
Sign up for a vendor account on a direct online ordering platform	02/01/xx
Complete Interior Decor	03/01/xx
Complete Kitchen / Wait Station Needs	03/01/xx
Hire Back Staff	03/01/xx
Hire Front Staff	03/01/xx
Secure a POS System	04/01/xx
Secure Lending For the Remainder of the Investment Through a Bank	04/01/xx

### 1.1.15 Exit Strategy

In the worst-case scenario, you will need a business exit strategy. This part of the restaurant business plan doesn't get much attention because people aren't too focused on exiting.

Let's say that you had a difference of opinion with your partner, and both of you are looking to split up. What's the exit strategy for properly shutting down the business? Here's what you need to do.

Dispose of any assets, such as; kitchen equipment, restaurant furniture, interior fixtures through auction. Some items can be returned to the vendors if you have already talked to them about the possibility of exiting.

Food inventory is perishable, so we consider it a write-off unless and until it can be sold in time.

### 1.1.16 Personnel Plan

This is a rough personnel plan concerning what expenses you are looking to part ways with. Over the next 3 years, we have created a rough estimate of the costs for key staff members.

Table 1.3: Personnel Plan

Annual Sales Forecast	Year 1	Year 2	Year 3
Owner / General Manager	\$0	\$0	\$0
Asst. Manager / Cashier	\$25,872	\$26,648	\$27,448
Line Cooks	\$38,304	\$39,453	\$40,637
Prep Cooks	\$60,480	\$62,294	\$64,163
Servers / Cashiers	\$46,848	\$48,253	\$49,701
Dishwashers	\$24,024	\$24,745	\$25,487
Bookkeeper (p/t)	\$8,640	\$8,899	\$9,166
Sales Agent	\$0	\$20,000	\$20,600
Catering Employees	\$0	\$18,432	\$23,731
<b>Total</b>	<b>\$204,168</b>	<b>\$248,725</b>	<b>\$260,933</b>

The owners and general managers section are zero at a dollar value because these roles will be divided among the business founders.



## Financial Plan

This part makes up a general financial plan that you can expect to base your restaurant business plan on. We will start with the nitty gritty, such as the source of funds, and then move along.

### Source of Funds and Their Use

As mentioned earlier, the exact cost of founding 'Eatery Hotspot' is \$363,000. Half of this amount will be loaned by a local bank, while the other half is coming from the business founders.

Most of the cost will be separated over renovation, building out, furniture and appliance purchases, and vice versa. Alongside first-time inventory cost, we are looking at \$110,500 to start with a lump sum expense. For argument's sake, you need to do additional plumbing and expand the dining area, and the cost will go around an additional \$50,000.

The total expenses during the initial phase will be around \$182,500. This amount is based on any contingency you may need to fall back on if something requires extra spending. The initial half of the investment in \$181,500 comes from both business partners -i.e., You and Mr. Jefferson.

Meanwhile, as per agreement with your bank, the loan will be fully amortized over a 5-year term. The breakdown of the financial report is appended below for ready reference.

- Required Cost of Start-Up
- Profit and Loss
- Cash Flow
- Balance Sheet
- Financial Ratios
- Meal Price Ranges and Other Things

Concerning profit and loss, always make it a point to mention that both partners in the 'Eatery Hotspot' restaurant business are liable for sharing profit and loss. If things go awry, you cannot bear the brunt of handling the loss from your pocket.

This is an essential aspect of any business agreement, which should be scribbled in hard writing through a formal business agreement created by a professional.



### 1.1.17 Meal Price Ranges and Important Assumptions

We just wanted to give you a sense of direction to enable growth from the start of the business tenure. As always, these values are assumed values. Your actual values can be different at any point in the near future.

- The meal Price range for fast food items will range between \$8.00 - \$15.00
- Average lunch price: \$8.79
- Average dinner price: \$13.74
- The dining room will comprise 20 tables with a seating capacity of 86 seats and 40 available parking spaces to meet the customers' needs.
- The restaurant will employ the necessary people mentioned in the personnel details table. Any other staff member details will go there when starting the business.
- \$860,000 -1,200,000 revenue target; Industry average for casual restaurant average of \$860,000.
- Annual 3% increase for inflation and 5% annual increase in revenues

### 1.1.18 Start-Up Cost

The total start-up cost, as mentioned before, is exactly \$363,000. Half of the amount is arranged by the business founders. The bank will loan the other half, which is \$181,500, on an amortization loan term of 5 years. Delaying these loan payments for any reason will increase the APR (**\*Annual Interest Percentage**) rate and the interest rate.

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**Table 1.4: Start-Up Cost for 'Eatery Hotspot '**

<b>Start-Up Expenses</b>	<b>Amount</b>
Graphic Logo and Name Creation	\$1,000
Permits + Lease Deposit	\$1,200
Contingency	\$10,000
Outdoor Sign	\$3,000
Building Improvements	\$50,000
Working Capital	\$172,500
Pre Opening Expenses	\$14,800
<b>Total Start-Up Expenses</b>	<b>\$252,500</b>
<b>Start-Up Assets</b>	
Artwork	\$800
Walk In Cooler	\$8,000
Commercial Dishwasher with Sink in Table	\$7,000
Reach in Stainless Steel Freezers (2)	\$6,000
Stainless Steel Cold Station	\$3,000
20 quart food processor/blender	\$900
Ice Maker with Storage Bin	\$4,000
Stainless Steel Hood with Exhaust	\$11,000
3 Door Reach In Beverage Cooler w/Glass Door	\$3,500
Sandwich Prep Reach Ins (2)	\$5,600
Kitchen Small wares	\$1,500
Six Burner Restaurant Range (2)	\$3,600
Chrome Shelving Systems (6)	\$500
Reach In Coolers (4)	\$7,200
Stainless Steel Work Tables (3)	\$1,200
Hutch for Stainless Steel Table (2)	\$800
Liquid Fire Protection System	\$4,000
Stainless Steel 3 bowl sink	\$1,500
Liquid Fire Protection System	\$4,000
Stainless Steel 3 bowl sink	\$1,500
20 wood round / oval tables	\$20,000
86 bleached wood Café Chairs	\$5,000
20 track lighting	\$1,000
Table cloths, napkins	\$1,200
Art, Décor	\$2,000
Fireproof Safe	\$500
Cash register + POS System	\$4,000
Office PC	\$1,200
<b>Total Start-Up Assets</b>	<b>\$110,500</b>
<b>Total Required Start-Up Costs</b>	<b>\$363,000</b>

### 1.1.19 Balance Sheet

**Table 1.5: Balance Sheet**

Pro Forma Balance Sheet	Year 1	Year 2	Year 3
<b>Assets</b>			
Current Assets			
Cash	\$63,000	\$66,150	\$71,111
Accounts Receivable	\$25,000	\$26,250	\$28,219
Inventory	\$14,000	\$14,700	\$15,803
Other Current Assets	\$129,500	\$135,975	\$146,173
Total Current Assets	\$231,500	\$243,075	\$261,306
Long Term Assets			
Long Term Assets	\$144,500	\$151,725	\$163,104
Accumulated Depreciation	\$0	\$0	\$0
Total Long Term Assets	\$268,500	\$281,925	\$303,069
Total Assets	\$500,000	\$525,000	\$564,375
<b>Liabilities and Capital</b>			
Current Liabilities			
Accounts Payable	\$29,000	\$30,450	\$32,734
Current Borrowing	\$1,500	\$1,575	\$1,693
Other Current Liabilities	\$28,500	\$29,925	\$32,169
Subtotal Current Liabilities	\$59,000	\$66,596	\$0
Long Term Liabilities	\$189,000	\$198,450	\$213,334
Total Liabilities	\$277,000	\$290,850	\$312,664
Paid In / Invested Capital	\$223,000	\$234,150	\$251,711
Retained Earnings			
Earnings			
Total Capital	\$223,000	\$234,150	\$251,711
Total Liabilities and Capital	\$500,000	\$525,000	\$564,375
<b>Net Worth</b>	<b>\$223,000</b>	<b>\$234,150</b>	<b>\$251,711</b>

## Conclusion

Following any business plan template to open the restaurant is perhaps one of the most challenging aspects of the game. There's so much going on at different levels that it could get overwhelming.

Our best advice is to plan and plan again until you have each component of the restaurant business template sorted out. We know that won't be easy, and if you need a bit of hand-holding on the side, our support team is always available.

All of the biggest brands in the food industry started small. However, they persevered through out-of-box mentality and a panache for going the extra mile.

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**Book a free demo** today to learn why a quick commerce enablement platform is essential to near-imminent growth for your soon-to-be-opened restaurant.

Yes, there will be low sales days where you may wonder how to optimize your restaurant sales trajectory. And yet again, there will be many moments to celebrate milestone victories with the rest of your team. Therefore, hang in there, be consistent, and have the will to learn from adversity to see your restaurant business plan template becoming a roaring reality.



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