

**FREE VERSION OF GROWTHINK'S  
ULTIMATE RESTAURANT BUSINESS PLAN  
TEMPLATE**

**[Company Logo]**  
(if applicable)

**[Company Name]**  
**BUSINESS PLAN**  
**[Current Month], [Year]**

**[Name]**  
**[Title]**  
**[Company Name]**  
**[Address 1]**  
**[Address 2]**  
**[City, State Zip]**  
**Tel: [ ]**  
**Fax: [ ]**  
**Email: [ ]**  
**Website: [ ]**

**CONFIDENTIAL**

*No offering is made or intended by this document. Any offering of interests in [Company Name] will be made only in compliance with Federal and State securities laws.*

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growththink's Ultimate Restaurant Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.**

The real version of Growththink's Ultimate Restaurant Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growththink's Ultimate Restaurant Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

**To upgrade to the full, paid version of Growththink's Ultimate Restaurant Business Plan Template, please go to <https://businessplantemplate.growthink.com/restaurant/>**

# **I. Executive Summary**

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## **Key Questions to Answer:**

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

## ***Sample from Growthink's Ultimate Restaurant Business Plan Template:***

[Company Name], located at [insert location here] is a new, upscale restaurant focusing on providing organic, healthy and/or premium food and beverage products. Our product line fits nicely with health trends nationwide – as individuals are seeking healthier lifestyles complimented by natural, low-fat, and organic foods.

### **Services**

[Company Name] will offer a full menu of appetizers, salads, soups, sandwiches, entrees and desserts. All products will use 100% all natural and organic ingredients. Several products on the menu will be highlighted as being lower in fat, cholesterol, or sodium.

# **II. Company Overview**

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## ***Company Profile***

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

## ***Company Vision/Mission Statement***

- *What goals is your company trying to achieve?*

## ***Past Accomplishments***

- *What successes has your company already achieved?*

***Sample from Growthink's Ultimate Restaurant Business Plan Template:***

[Company Name], located at [insert location here] is a new, upscale and healthy restaurant focusing on providing organic and delicious foods to the local community.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in the restaurant business for some time, it was in [month, date] that he decided to launch [Company Name]. Specifically, during this time, [Founder] took a trip to Fort Lauderdale, FL. During his trip, [Founder's Name] frequented a restaurant that enjoyed tremendous success. After several discussions with the owner of the restaurant, [Founder's Name] clearly understood that a similar business would enjoy significant success in his hometown.

## **III. Industry Analysis**

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### ***Market/Industry Overview***

- *In what market(s) do you compete?*

### ***Market/Industry Trends***

- *What are the key market trend(s) and how does that effect you?*

### ***Relevant Market Size***

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

### ***Sample from Growthink's Ultimate Restaurant Business Plan Template:***

The following market size facts and statistics bode well for [Company Name].

According to the National Restaurant Association Restaurant Industry Forecast, restaurant industry sales are expected to reach \$566 billion by the end of the year.

While full-service restaurants are expected to reach \$182.9 billion in revenues this year, an increase of 1.0 percent over last year, quick service restaurants are expected to grow to \$163.8 billion in revenues this year. This will represent a gain of 4.0 percent over last year.

The National Restaurant Association reports that while overall restaurant industry sales will increase by 2.5 percent over last year; with inflation, this will translate to an adjusted decline of 1 percent, largely due to the economic downturn. However, the restaurant and food industry will remain a cornerstone of the American economy, as it represents 4 percent of the United States Gross Domestic Product.

## **IV. Customer Analysis**

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### ***Customer Needs***

- *What are the key needs of your target customers?*

### ***Target Customer Profile***

- *Who are your target customers? Give a detailed demographic profile.*

### ***Sample from Growthink's Ultimate Restaurant Business Plan Template:***

[Company Name] will serve the residents of [company location] and the immediately surrounding areas as well as those who work in [company location].

The area we serve is affluent and has an affinity to healthy and organic foods and beverages like we will be offering.

The precise demographics of the town in which our retail location resides is as follows:

## **V. Competitive Analysis**

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### ***Direct Competitors***

- *Who are your direct competitors? What are their strengths and weaknesses?*

### ***Indirect Competitors***

- *Who are your indirect competitors? What are their strengths and weaknesses?*

### ***Competitive Advantage***

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

### ***Sample from Growthink's Ultimate Restaurant Business Plan Template:***

The following restaurants are located within a 2 mile radius of [Company Name], thus providing either direct or indirect competition for customers:

#### **Joe's Tavern**

Joe's Tavern is the town's leading local restaurant and has been in business for 32 years. Joe's offers a wide array of foods, with local bands as entertainment, and is a highly family friendly environment. .

Joe's has an extensive menu, with some healthy options and some fried foods and bar favorites. While it has an established clientele, Joe's Tavern does not differentiate itself as a healthy food choice.

#### **Old Time Organics**

Old Time Organics has been in business for 5 years. Old Time offers a variety of baked goods, organic teas and coffees, and sandwiches served to-go.

While Old Time Organics' food is entirely organic, they have a very limited selection of items and are not open for dinner. The location only has four sit-down tables and is thus targeting to-go

customers that are either stopping for a quick breakfast or picking up baked goods and coffee for work.



## **VI. Marketing Plan**

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### ***Branding***

- *What is your desired brand positioning?*

### ***Promotions Plan***

- *How do you plan to promote your company's products and/or services?*

### ***Sample from Growthink's Ultimate Restaurant Business Plan Template:***

The Marketing Plan describes the type of brand [Company Name] seeks to create and the Company's planned promotions and pricing strategies.

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### **The [Company Name] Brand**

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The [Company Name] brand will focus on the Company's unique value proposition:

- Offering organic, high-quality food items including baked goods, sandwiches, soups, salads and more
- Offering a convenient location that offers both eat-in or take-out options
- Providing excellent customer service

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### **Promotions Strategy**

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[Company Name] expects its target market to be individuals working and/or living within a 15-mile radius of its restaurant. The Company's promotions strategy to reach these individuals includes:

#### **Direct Mail**

[Company Name] will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on [Company Name], offer discounts and/or provide other inducements for people to frequent the restaurant.

#### **Public Relations**

We will contact all local and area newspapers and television stations and send them a press release describing the opening and unique value proposition of [Company Name].

## **VII. Operations Plan**

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### ***Key Operational Processes***

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

### ***Business Milestones***

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

### ***Sample from Growthink's Ultimate Restaurant Business Plan Template:***

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

#### Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing ingredients
- Hiring and training staff

#### Kitchen Functions

- Food preparation
- Ongoing menu creation and modification

## **VIII. Management Team**

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*The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.*

### **Management Team Members**

- *Who are the key members of your management team?*

### **Management Team Gaps**

- *Who do you still need to hire?*

### **Sample from Growthink’s Ultimate Restaurant Business Plan Template:**

[Company Name] is led by [Founder’s Name] who has been in the restaurant business for 20 years.

While [Founder] has never run a restaurant himself, he has taught cooking classes as the local culinary institute for 20 years. Two courses that he taught included:

1. How To Cook for Everyday Eating
  - This course was designed to give students an overall understanding of basic dishes that could be cooked for everyday healthy home-style meals
2. Vegetarian Cooking
  - This course was designed to give students an overall understanding of how to cook with the necessary vitamins and proteins needed to enrich a vegetarian diet without compromising on taste.

[Founder] has also worked part-time at restaurants throughout the region. Specifically, he has worked for Gianna’s Patisserie and Mike’s Place, where he was responsible for overseeing kitchen quality.

## **IX. Financial Plan**

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### ***Revenue Model***

- *In what ways do you generate revenues?*

### ***Financial Highlights***

- *What are your topline 5-year financial projections?*

**Go to <https://businessplantemplate.growthink.com/restaurant/> for the paid template that automatically generates your 5-year financial projections**

### ***Funding Requirements/Use of Funds***

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

### ***Sample from Growthink's Ultimate Restaurant Business Plan Template:***

[Company Name]'s revenues will come from the sale of natural and organic food products to its customers.

The Company will have dine-in, takeout, and possibly delivery systems to cater to a broad spectrum of customers in its target market.

The major costs for the company will be food production costs and salaries of the staff. In the initial years, the company's marketing spend will be high, as it establishes itself in the market.

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### **Capital Requirements and Use of Funds**

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[Company Name] is currently seeking \$383,000 to launch. Specifically, these funds will be used as follows:

- Restaurant design/build: \$263,000
- Working capital: \$120,000 to pay for marketing, salaries, and supplies until [Company Name] reaches break-even.

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### ***Key Assumptions & Forecasts***

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	FY 1	FY 2	FY 3	FY 4	FY 5
<b>Revenues</b>					
Hotel	\$1,980,125	\$2,832,031	\$3,409,160	\$3,783,447	\$4,100,713
<b>Total Revenues</b>	<b>\$1,980,125</b>	<b>\$2,832,031</b>	<b>\$3,409,160</b>	<b>\$3,783,447</b>	<b>\$4,100,713</b>
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$455,429	\$623,047	\$681,832	\$718,855	\$738,128
Lease	\$0	\$0	\$0	\$0	\$0
Marketing	\$149,006	\$141,602	\$170,458	\$189,172	\$205,036
Salaries	\$721,095	\$797,115	\$1,014,687	\$1,119,408	\$1,164,185
Initial expenditure	\$50,000	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$1,375,530</b>	<b>\$1,561,763</b>	<b>\$1,866,977</b>	<b>\$2,027,436</b>	<b>\$2,107,349</b>
<b>EBITDA</b>	<b>\$604,595</b>	<b>\$1,270,268</b>	<b>\$1,542,183</b>	<b>\$1,756,011</b>	<b>\$1,993,364</b>
Depreciation	\$372,760	\$372,760	\$372,760	\$372,760	\$372,760
<b>EBIT</b>	<b>\$231,835</b>	<b>\$897,508</b>	<b>\$1,169,423</b>	<b>\$1,383,251</b>	<b>\$1,620,604</b>
Interest	\$164,782	\$144,184	\$123,586	\$102,988	\$82,391
<b>PRETAX INCOME</b>	<b>\$67,054</b>	<b>\$753,324</b>	<b>\$1,045,837</b>	<b>\$1,280,263</b>	<b>\$1,538,213</b>
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$67,054	\$753,324	\$1,045,837	\$1,280,263	\$1,538,213
Income Tax Expense	\$23,469	\$263,663	\$366,043	\$448,092	\$538,375
<b>NET INCOME</b>	<b>\$43,585</b>	<b>\$489,661</b>	<b>\$679,794</b>	<b>\$832,171</b>	<b>\$999,839</b>
Net Profit Margin (%)	2.2%	17.3%	19.9%	22.0%	24.4%

## **X. Appendix**

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### ***Sample from Growthink's Ultimate Restaurant Business Plan Template:***

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growththink's Fully Customizable Restaurant Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
**BusinessWeek** **SmartMoney** **FOX** **Deal** Los Angeles Times **Inc.**

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