

# 9 Essential Parts of a Winning Restaurant Business Plan

## **Ever Seen *Shark Tank*?**

The entrepreneurs who fail on that show tend to be the ones without a clear business plan. And if you don't come from a business background, writing a business plan may seem impossible.

The truth is, you can create a strong business plan for your restaurant just by organizing information you already have. Because above all else, investors need clarity and facts. The following pages will show you how to give them what they need to make a decision.

# 9 Parts of a Strong Business Plan

- 1 The cover page
- 2 The executive summary
- 3 Your company description
- 4 Industry analysis
- 5 Competitive analysis
- 6 Your target market
- 7 Business operation
- 8 Marketing strategy
- 9 Financial projections

## 1. The Cover Page

The literal first impression. Keep it clean and professional.

### **Include:**

- your logo
- professional branding
- the date
- owners' names
- contact information

### **Do not include:**

- crazy fonts
- clip art
- frames, borders, or filigree

## 2. The Executive Summary

A concise introduction to your restaurant. This is why you are the best person to open this restaurant, laid out at 20,000 feet.

### **Include:**

- the official business name
- your location
- the general restaurant concept
- an outline of the business plan
- your mission statement

## 3. Your Company Description

A more detailed depiction of your brand identity and how you plan to operate.

### **Answer these questions:**

- What will the average customer experience be like?
- What will your front and back of house look like?
- What management roles will you have?

- What is your menu and service style?
- What makes you stand out from the competition?

#### 4. Industry Analysis

Research you've done about businesses in the local area. This is meant to show investors there's potential in your location.

**Make sure to cover:**

- how the area's economy has grown
- overall traffic patterns
- viability for your specific type of business

#### 5. Competitive Analysis

Focus on your direct competition — other restaurants.

**You should be able to show:**

- how similar restaurant concepts have done well nearby
- how your business will bring a competitive advantage
- how your average pricing/seating/menu compares

#### 6. Your Target Market

Identify your target market in terms of location, price, dining occasion, and cuisine.

**Answer these questions:**

- Who is your ideal customer?
- What are they looking for in a restaurant?
- How do you plan to provide it to them?
- How will you do it better than the competition?

#### 7. Business Operation

An outline of the day-to-day processes of the restaurant.

**This includes:**

- hiring process
- suppliers list
- sales tracking
- full training plan for FOH and BOH
- your managers' shift checklist

#### 8. Marketing Strategy

Getting the word out is crucial for any restaurant.

Include specific marketing outlines for the first 30 days, the first quarter, and for the general future for:

- paid advertising
- your website
- social media
- a loyalty program
- word of mouth or partnerships

#### 9. Financial Projections

The most important part of your restaurant business plan.

**It should feature:**

- projected revenue
- expected costs
- profit and loss estimates for the first 3 years in business
- a break-even analysis
- projected cash flow
- projected balance sheet
- capital requirements budget



“In this industry, it’s very hard to convince banks to lend you money. When you partner up with a company like Rewards Network, they believe in you. They see the business you’re running. And they want to put their capital in with you.”

— Kevin Goodchild, Owner  
*Maggie’s Waterfront Cafe, Philadelphia, PA*  
*Rewards Network client since 2014*

Want to learn more about how Rewards Network can help your restaurant grow?

Contact us today:

**[restaurants@rewardsnetwork.com](mailto:restaurants@rewardsnetwork.com)**  
or visit **[RewardsNetwork.com](https://www.RewardsNetwork.com)**