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[4412 Roosevelt Street, San Francisco, CA 94114]

[+1 415 359 1127 | hello@gourmet.com]

[gourmet.com]

**1.0 Executive Summary**

[INSERT HERE THE BASIC FUNDAMENTALS OF THE PROPOSED RESTAURANT BUSINESS. DESCRIBE WHAT YOUR PRODUCTS WILL BE AND WHO YOUR RESTAURANT WILL BE CATERING TO. INCLUDE A BRIEF DESCRIPTION OF THE OWNER OR OWNERS. ALSO ADD A PROJECTION OF WHAT THE FUTURE HOLDS FOR YOUR BUSINESS AND FOR THE GENERAL INDUSTRY]

[ALSO INCLUDED IN THE EXECUTIVE SUMMARY WOULD BE A CLEARLY SPELLED OUT FIGURE OR AMOUNT FOR A LOAN ALONG WITH SPECIFICS ON HOW THE MONEY IS GOING TO BE SPENT AND HOW THIS LOAN SHALL BOOST YOUR REVENUE ENSURING YOUR ABILITY TO PAY BACK THE LOAN]

**2.0 Business Profile**

|  |  |
| --- | --- |
| Business History | [INSERT HERE DESCRIPTION OF COMPANY HISTORY][INSERT HERE COMPANY MISSION STATEMENT][INSERT HERE COMPANY GOALS AND OBJECTIVES][INSERT HERE BUSINESS PHILOSOPHY][INSERT HERE COMPANY STRENGTHS AND COMPETENCIES][INSERT HERE DESCRIPTION OF OWNERSHIP] |
| Current Activities | [INSERT HERE DESCRIPTION OF CURRENT ACTIVITIES OF THE BUSINESS][INCLUDE RESULTS OF SUCH ACTIVITIES] |
| Market or Industry | [INSERT CURRENT MARKET DESCRIPTION HERE, INCLUDE EXPECTED CHANGES AND HOW YOUR RESTAURANT SHALL BE READY AND BE ABLE TO TAKE ADVANTAGE OF SUCH CHANGES] |
| Customers | [INSERT DESCRIPTION OF CUSTOMERS] |

**3.0 Products and Services**

|  |  |  |  |
| --- | --- | --- | --- |
| **Product or Service** | **Description** | **Advantage / Disadvantage** | **Pricing** |
| 1. [PRODUCT OR SERVICE NAME] | [DESCRIPTION OF PRODUCT OR SERVICE] | [INSERT HERE ADVANTAGE OR DISADVANTAGES OF PRODUCT OR SERVICE] | [UNIT PRICE] |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**4.0 Marketing Plan**

 **4.1 Market Research**

[INSERT HERE RESULTS OF PRIMARY AND SECONDARY MARKET RESEARCH. INCLUDE STATISTICS FROM THE RESEARCH WHICH MAY BE USED LATER ON IN THE SALES PROJECTIONS. ALSO INCLUDE THE SOURCES WHERE YOU HAD THE DATA OR INFORMATION FROM. SEE BELOW SAMPLE TABLE FOR REFERENCE]

|  |  |
| --- | --- |
| **Industry Facts** | **Description** |
| 1. Market Size | [WHAT IS YOUR TOTAL MARKET SIZE?] |
| 2. Percentage Share | [WHAT IS YOUR PROJECTED SHARE OF THE MARKET?] |
| 3. Current Demand | [INSERT ESTIMATE OF CURRENT DEMAND] |
| 4. Trends | [INSERT DESCRIPTION OF TRENDS IN THE MARKET] |
| 5. Challenges | [INSERT CHALLENGES THAT BLOCK THE WAY OF SUCCESS FOR THE BUSINESS SUCH AS HIGH CAPITAL AND PRODUCTION COSTS, TRAINING, BRAND RECOGNITION, SHIPPING COSTS, ETC. INCLUDE A BRIEF EXPLANATION TO EACH AND HOW EACH CAN BE WON] |
| 6. Changes | [ENUMERATE CHANGES IN INDUSTRY AND THE EFFECTS IT WILL HAVE TO THE BUSINESS] |
| **Product or Service** | **Features and Benefits to Customers** |
| 1. [PRODUCT OR SERVICE NAME] | [ENTER HERE FEATURES AND BENEFITS SUCH AS FAST SERVICE, DELIVERY, ETC ] |
| 2 [PRODUCT OR SERVICE NAME] |  |
| 3. [PRODUCT OR SERVICE NAME] |  |
| 4. [PRODUCT OR SERVICE NAME] |  |
| 5. [PRODUCT OR SERVICE NAME] |  |
| **Customers** | **Description** |
| 1. Age | [ENTER DESCRIPTION OF THIS DEMOGRAPHIC AND BEHAVIORAL CHARACTERISTICS] |
| 2. Gender |  |
| 3. Location |  |
| 4. Income Level |  |
| 5. Occupation |  |
| 6. Education |  |
| 7. Others |  |
| **Competition** | **Description** |
| [NAME OF COMPETITOR 1][ADDRESS] | [INSERT DESCRIPTION OF COMPETITOR AND THE PRODUCTS THEY ARE OFFERING] |
| [NAME OF COMPETITOR 2][ADDRESS] |  |
| [NAME OF COMPETITOR 3][ADDRESS] |  |
| [NAME OF COMPETITOR 4][ADDRESS] |  |
| [NAME OF COMPETITOR 5][ADDRESS] |  |

 **4.2 Competitor Analysis**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Factors** | **[RESTAURANT NAME]** | **Competitor 1** | **Competitor 2** | **Customer Priority** |
| 1. Products |  |  |  |  |
| 2. Services |  |  |  |  |
| 3. Quality |  |  |  |  |
| 4. Price |  |  |  |  |
| 5. Choices |  |  |  |  |
| 6. Skill |  |  |  |  |
| 7. Reliability |  |  |  |  |
| 8. Reputation |  |  |  |  |
| 9. Location |  |  |  |  |
| 10. Overall Ambiance |  |  |  |  |
| 11. Policies |  |  |  |  |
| 12. Advertising |  |  |  |  |
| 13. Others [INSERT HERE ADDITIONAL FACTORS FOR CONSIDERATION] |  |  |  |  |

**4.3 Niche**

[INSERT HERE DESCRIPTION OF NICHE MARKET FOUND AFTER ANALYSIS OF COMPETITORS AND YOUR STRENGTHS AND WEAKNESSES]

 **4.4 Marketing Strategy**

|  |  |
| --- | --- |
| **Item** | **Description** |
| 1. Promotion | [INSERT HERE DESCRIPTION OF HOW YOU INTEND TO PROMOTE YOUR PRODUCT OR SERVICE] |
| 2. Budget | [INSERT HERE PROMOTIONAL BUDGET AMOUNT] |
| 3. Pricing | [INSERT HERE PRICING STRATEGY TO BE APPLIED AND TO WHICH PRODUCTS OR SERVICES] |
| 4. Location | [ENTER DESCRIPTION OF PROPOSED LOCATION] |
| 5. Distribution Channels | [INSERT HERE DESCRIPTION OF HOW YOU INTEND TO DISTRIBUTE THE PRODUCTS OR SERVICES] |

 **4.5 Sales Forecast**

[INSERT HERE PROJECTED SALES FORECAST FOR THE RESTAURANT BASED ON THE HISTORICAL SALES, MARKET AND INDUSTRY DATA AND STRATEGIES MENTIONED ABOVE]

**5.0 Operational Plan**

[INSERT HERE DESCRIPTION OF DAILY OPERATIONS IN THE RESTAURANT. INCLUDE DESCRIPTION OF EMPLOYEES, THE EQUIPMENT USED AND THE PROCESSES INVOLVED IN THE OPERATION OF THE RESTAURANT. SEE BELOW TABLE FOR REFERENCE]

|  |  |
| --- | --- |
| **Item** | **Description** |
| **Production** |
| 1. Techniques and Processes |  |
| 2. Costs |  |
| 3. Quality Control |  |
| 4. Inventory Control |  |
| 5. Development |  |
| 6. Customer Service |  |
| **Location** |
| 1. Space |  |
| 2. Zoning |  |
| 3. Power |  |
| 4. Utilities |  |
| 5. Transportation |  |
| 6. Cost |  |
| 7. Business Hours |  |
| **Legal Requirements** |
| 1. Licenses |  |
| 2. Permits |  |
| 3. Regulations |  |
| 4. Insurances |  |
| 5. Copyrights |  |
| **Personnel** |
| Employees | [ENTER NUMBER OF EMPLOYEES REQUIRED] |
| Training | [DESCRIBE THE TRAINING REQUIRED INCLUDING EDUCATIONAL LEVEL AND SKILL NEEDED] |
| Wages | [PROVIDE DESCRIPTION OF THE PAY STRUCTURE] |
| Job Descriptions | [PROVIDE SUMMARY DESCRIPTION FOR EACH JOB] |
| Outsource (Optional) | [ENTER REQUIREMENTS FOR OUTSOURCED EMPLOYEES] |
| **Suppliers** |
| Supplier Information | [ENTER SUPPLIER NAMES AND ADDRESSES] |
| Supplied Items | [ENTER SUPPLIED ITEMS FOR EACH SUPPLIER] |
| Volume and Amount | [ENTER HOW MUCH OF WHICH IS BEING SUPPLIED AND THE ACCOMPANYING COSTS] |
| Credit and Delivery | [INDICATE DELIVERY AGREEMENTS AND CREDIT STANDINGS FOR EACH SUPPLIER] |
| **Inventory** |
| Goods | [DESCRIBE THE TYPE OF MATERIALS STORED] |
| Average Stock Value | [INSERT AMOUNT HERE AND CORRESPONDING ITEMS] |
| Turnover Rate | [INSERT DESCRIPTION OF TURNOVER RATIO AS COMPARED TO INDUSTRY STANDARDS] |
| Lead Times | [INSERT DESCRIPTION OF LEAD TIMES NEEDED FOR EACH ITEM IN THE INVENTORY SPECIALLY FOR ITEMS REQUIRING LONGER THAN USUAL LEAD TIMES.] |
| **Credit** |
| Terms | [DESCRIPTION OF YOUR TERMS OF CREDIT] |
| Suppliers | [NAME OF SUPPLIERS AND CORRESPONDING CREDIT TERMS] |
| Application | [DESCRIPTION OF THE CREDIT APPLICATION PROCESS] |
| Incentives | [DESCRIPTIONS FOR INCENTIVES SUCH AS THOSE FOR EARLY PAYMENTS, ETC] |

**6.0 Management and Organization**

[INSERT HERE ORGANIZATIONAL CHART FOR YOUR BUSINESS OR RESTAURANT. INCLUDE DESCRIPTION OF KEY ROLES AND THEIR CORRESPONDING RESPONSIBILITIES. SEE TABLE BELOW FOR REFERENCE]

|  |  |
| --- | --- |
| **Position or Role** | **Job Description** |
| 1. President or CEO | [INSERT JOB DESCRIPTION. IF ALREADY FILLED INSERT CREDENTIALS OF HOLDER OF POSITION] |
| 2. General Manager |  |
| 3. Kitchen Manager |  |
| 4. HR Manager |  |
| 5. Dining Room Manager |  |
| 6. F&B Manager |  |
| 7. Executive Chef |  |
| 8. Section Chefs |  |
| 9. Section Cooks |  |
| 10. Section Assistants |  |
| 11. Servers |  |
| 12. Stewards |  |
| 13. Busser |  |
| 14. Baristas |  |

**7.0 Financial Statement**

[INSERT HERE FINANCIAL STATEMENTS FOR THE OWNER OR OWNERS AND OTHER STOCKHOLDERS FOR THE RESTAURANT. THIS SHOULD SHOW ALL ASSETS AND LIABILITIES OUTSIDE THE BUSINESS AND OTHERS.]

**8.0 Startup Costs**

[INSERT HERE PROJECTED COSTS FOR THE BUSINESS. SEE TABLE BELOW FOR REFERENCE]

|  |
| --- |
| **Funding** |
| **Investor Funding** | **Estimated** | **Actual** | **Over / Under** |
| [INVESTOR 1] | [AMOUNT] | [AMOUNT] |  |
| [INVESTOR 2] | [AMOUNT] | [AMOUNT] |  |
| **Total Investment** | **[TOTAL AMOUNT]** | **[TOTAL AMOUNT]** |  |
| **Loan** |
| Bank Loan | [AMOUNT] | [AMOUNT] |  |
| Other Loan | [AMOUNT] | [AMOUNT] |  |
| **Total Loan** | **[TOTAL AMOUNT]** | **[TOTAL AMOUNT]** |  |
| **Costs** |
| **Fixed Costs** |
| Supplies | [AMOUNT] | [AMOUNT] |  |
| Advertising | [AMOUNT] | [AMOUNT] |  |
| Others | [AMOUNT] | [AMOUNT] |  |
| **Operational Costs** |
| Utilities | [AMOUNT] | [AMOUNT] |  |
| Wages | [AMOUNT] | [AMOUNT] |  |
| **Total Costs** | **[TOTAL AMOUNT]** | **[TOTAL AMOUNT]** |  |
| **Total Overall Costs** | **[OVERALL COST]** |

**9.0 Financial Plan**

 [INSERT THE FOLLOWING INTO THIS SECTION:]

* Balance Sheet (Opening)
* Profit and Loss Projection
* Cash Flow
* Break Even Analysis

(From the financial statements, a projection for actual sales and costs can be made and from the resulting break even analysis, the financial plan can be formulated and developed once positive cash flow is established and the liabilities do not exceed four times the amount of the equity or the actual money an owner has put into the business.