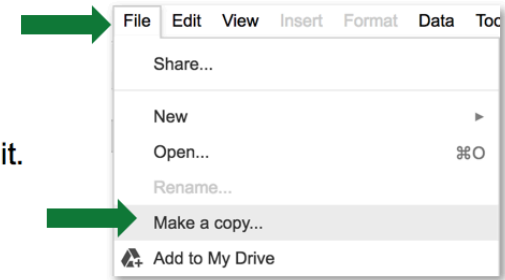


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Restaurant Business Plan Template

Business Plan

Name

Date Prepared	
Contact	
Phone, Email	
Address	
Website, Links	

Executive Summary

Description

Restaurant Overview

Description

Market Analysis

Target Market

Description

Location Analysis

Description

Competition Analysis

Description

Menu and Product Line

Offerings and Pricing

Description

Food and Beverage Options

Description

Marketing Plan and Sales Strategy

Description

Operations Plan

Staffing

Description

Service Policies and Procedures

Description

Point of Sale and Payroll

Description

Suppliers

Description

Management Structure

Description

Name	Role	Experience / Qualifications
Staff Name	Title	Description

Financial Plan

Projections and Funding

Description

Budget and Revenue Forecast

Description

Implementation Timeline

Phase	Timeframe	Key Activities
Phase 1		
Phase 2		
Phase 3		
Phase 4		

Supporting Documents

Document	Purpose

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