



Restaurant business plan example pdf printable 2017

27 Projected Cash Flow (First Research) Wages form a significant proportion of operating costs. 14 Market Growth. Also assumes additional increase in staffing (4 persons to be hired at 6 hours @ \$8.00 per hour. 27 Projected Profit and Loss . FSRs include casual dining (full bar); family dining (limited bar); and fine dining establishments. Reports detailing cash expenditures, payments by check, and accounts payable transactions will be readily available. (Additional information regarding our employees is explained in Section 6.1 which follows). The restaurant layout, including the dining room, kitchen and serving line, has been designed for efficiency and flexibility to accommodate the fluctuation in customer traffic and peak meal periods. The chains have tried to create home-style restaurants but where they have failed is in the personal aspect of the business. Restaurant Business Plan www.FASTBusinessPlans.com 7.5.3 Projected Balance Sheet Table 7.5.3 Projected Balance Sheet Table 7.5.3 Projected Balance Sheet Assets Current Assets Long Term Assets Accumulated Depreciation Total Long Term Assets Total Assets Liabilities and Capital Current Liabilities Accounts Payable Current Liabilities Total Liabilities and Capital Net Worth 7.6 \$0 \$213,334 \$312,664 \$251,711 \$223,000 \$500,000 \$223,000 30 Year 3 \$63,000 \$25,000 \$14,000 \$129,500 \$231,500 Business Ratios Year 2 \$234,150 \$251,711 31. 4.3.1 Market Needs The Benbrook area is in great need of a family style restaurant. Companies carefully manage inventory of perishable food products, such as fresh seafood and dairy goods, to reduce losses due to spoilage. www.FASTBusinessPlans.com Table 7.6 Restaurant Business Plan Ratio Current Ratio Current Liabilities to Net Worth Fixed Assets to Net Worth Collection Period Inventory Turnover Assets to Sales Working Capital to Sales Return on Sales Return on Assets Return on Assets Return on Equity Interest Coverage Income Statement Gross Sales Gross Profit Operating Income Net Profit After Tax Balance Sheet Cash Accounts Receivable Inventory Total Current Assets Total Fixed Assets 11.1% 25.0% 7.6 27.0 45.7% 15.8% 2.6% 7.5% 16.4% 36.7% 15.5 29.44 49.1% 14.0% 2.8% 1.00.0% 65.5% 7.5% 100.0% 65.5% 7.5% 100.0% 65.5% 7.5% 100.0% 65.5% 7.5% 100.0% 65.5% 7.5% 100.0% 65.5% 7.5% 100.0% 56.0% 2.1% 42.6% 5.0% 2.1% 42.6% 100.0% 65.5% 7.5% 100.0% 56.0% 2.1% 42.6% 100.0% 65.5% 7.5% 100.0% 56.0% 2.1% 42.6% 100.0% 56.0% 2.1% 42.6% 100.0% 56.0% 2.1% 42.6% 100.0% 56.0% 2.1% 100.0% 56.0% 2.1% 100.0% 56.0% 2.1% 100.0% 56.0% 2.1% 100.0% 56.0% 2.1% 100.0% 56.0% 2.1% 100.0% 56.0% 2.1% 100.0% 56.0% 2.1% 100.0% 56.0% 2.1% 100.0% 56.0% 2.1% 100.0% 100.0% 56.0% 2.1% 100.0% 50.0% 2.1% 100.0% 50.0% 2.1% 100.0% 100.0% 50.0% 2.1% 100.0% 2.1% 100.0% 12.8% 46.3% 28.9% 24.8% 100.0% 5.8% 0.0% 37.8% 44.6% 12.6% 5.0% 3.0% 49.5% 25.7% 24.8% 100.0% 5.8% 17.6% 37.8% 44.6% 31 32. Another benefit of a restaurant POS programs is that it can track everything from food usage, to the most popular menu items. A recent report from the National Restaurant Association explained how this simple technique can increase revenues as much as 15% due to repeat business. www.FASTBusinessPlans.com Restaurant Business Plan In FSRs, waiters take orders, serve beverages and meals, present the check, and process payment. Betty will initially be employed as the Kitchen Manager. Demographics, consumer tastes, and personal income drive demand. (www.Business Decision. THR will also remain current with current industry marketing tends. 14 Market Needs . . 5.3 Unique Selling Proposition (USP) THR will be able to offer home-style meals for a reasonable price in a comfortable 'home-like' setting. The State of Texas is a community property state. Major employers include Union Pacific Railroad and Bank of America. Restaurant Business Plan www.FASTBusinessPlans.com Table 7.5.2 Pro Forma Cash from Operations Additional Cash Received Sales Tax Owners Investment Year 1 Year 2 Year 3 \$148,101 \$1,028,422 \$0 \$1,176,523 \$189,000 \$30,995 \$1,161,443 \$0 \$1,247,237 \$765,113 \$710,176 \$414,176 \$731,481 \$426,602 \$753,426 \$1,475,289 \$1,145,658 \$1,180,028 \$33,240 \$33,240 \$35,378 \$35,378 \$37,654 \$ \$1,508,529 \$30,994 \$1,181,036 \$11,402 \$42,397 \$1,217,681 \$29,556 \$71,953 \$1,247,237 \$174,000 Subtotal Cash Spent Solutional Cash Spe Cash Balance 29 30. Our menu, map, and hours of operation will be easily accessed. Employ the use of surveys both at the table and online. Financial Plan . Additional start up expenses are in the form of working capital and contingency \$182,500. • Loyalty Program/Birthday Program. The growth is adjusted for inflation. We have a wide selection on our menu and also have menu options for lighter fare as well as a children's menu. We will offer reasonably priced meals, in a warm, relaxed and comfortable setting. Total costs for these items are reported to be \$110,500. In addition, restaurants compete with home cooking. • A variety of menu offerings with a "down home" theme, reasonably priced to establish credibility, but not so high as to limit customers. Info) 13 14. The closing duties that will leave the restaurant clean and fully prepared for the next day. 23 Source and Use of . 4.3.2 Market Trends According to the National Restaurant Association, the top 10 trends for are: 1) locally grown produce, 3) sustainability as a culinary theme, 4) nutritious kids' dishes, 5) hyper-local items, (networked locally grown - like a Craigslist for restaurants) 14 15. Entrées range in price from \$7.99\$14. Jeff and Betty Wright will also provide home cooked fare that appeals to this group. Programs will be in place for all types of guest complaints. Jeff began his restaurant career at the age of 15 working in a guick-service foodservice operation and earned his way through college as a server and bartender. Keep track of employees incentives attracting and retailing customers. We will also closely monitor the Prime Cost Report which focuses on the controllable expenses of Cost of Goods Sold and Labor. They will play an active role in our employee culture. A slight complication is that in some states, foodservice employers are able to treat tips received by their staff as contributing to their wages; in such states, this policy reduces the impact of the minimum wage from the employers' perspective. (First Research). Being Mindful of our Customers and our Staff Coinciding with our family values, we will treat both our customers and staff in a manner in which we ourselves would want to be treated (or better!) 2. The kitchen preparation line has been designed to be operated by a minimum staff of 1 line cook and a maximum of 4 cooks. www.FASTBusinessPlans.com Restaurant Business Plan Pizza Hut, Taco Bell); and Darden Restaurants (Olive Garden, Red Lobster). 12 Main Competitors . . Payroll will be processed by a payroll processing service. More serious complaints will be documented 19 20. The schedules will be written in a manner that will allow the ability to increase or decrease hourly labor according to sales volume in order to maintain a consistent labor cost control. Computerized information systems can improve and link food preparation and serving operations. 25 . These customers will be the first to be contacted when they announce the grand opening of the brick and mortar restaurant. 18 19. 22 7.1 7.2 7.3 7.4 7.5 7.5.1 7.5.2 7.5.3 7.6 7.7 7.8 Important Assumptions Projections 33 4 5. After earning his degree, he worked for a regional restaurant chain and an independent fine dining restaurant. 21 Board of Directors ..... www.FASTBusinessPlans.com 4.2 Restaurant Business Plan Market Tests For the past 10 years, Jeff and Betty have been catering part-time. The décor will feature wood accented chairs with blue and white checked table cloths. 4.3.3 4.4 Market Growth US consumer spending on services, an indicator of restaurant sales, rose 1.8 percent in November 2011 compared to the same month in 2010. 15 Positioning . Jeff Wright will be responsible for ordering, receiving and maintaining sufficient inventory to meet production demands. Weekly Inventory: Management will conduct a weekly inventory to determine valuation for use in the preparation of weekly profit and loss reports. They've adopted an effective interview process designed to staff the restaurant with highly qualified people for each position. 16 Strategy Pyramid .... .. 2.2 Legal Form THR will be organized as a sole proprietorship, wholly owned and operated by Jeff Wright d/b/a Traditional Home-Style Restaurant. At THR we plan to be the premier restaurant to work for as well. Proper control of the prime cost is the single most effective measure of management's ability to operate the restaurant. The Wrights are targeting Year 2 and at that point, a sales agent would be hired to directly market the products for daily delivery or catered functions. We truly believe that your business is not only as good as your products (meals) but the quality of your staff as well. Hamburger joints make up a majority of QSR locations, along with pizza parlors and sub sandwich shops. With easy access to Interstate 30 (less than ½ mile south) and located on the "going home side" (Western Corner) of the intersection. Every customer who comes in once should want to return, and recommend us. 5.8 Milestones Our initial milestones are as follows: 20 21. Table 7.2 Start-Up Costs Expenses Total Start-Up Expenses Amount \$1,000 \$1,200 \$10,000 \$3,000 \$50,000 \$172,500 \$14,800 \$252,500 Start-Up Assets Artwork Walk In Cooler Commercial Dishwasher with Storage Bin Stainless Steel Hood with Exhaust 3 Door Reach In Beverage Cooler w/Glass Door Sandwich Prep Reach Ins (2) Kitchen Small wares 23 \$800 \$5,600 \$1,500 24. It is also based on the North American Industry Classification System ("NAICS") 722110 - Full-Service Restaurants. 14 Market Trends Discrepancies greater than \$5.00 will prompt management to conduct an immediate audit to account for the difference. Gratitude "An attitude of gratitude" shown to our customers, employees and vendors - because without their input, service, labor and time, our business would not be here without them! 3. The costs are associated with build out and renovation of the restaurant to provide updated plumbing and creating additional space in the dining area by removing a non-supporting wall: \$50,000. This section of Camp Bowie is commonly referred to as "fast food alley" The selection of fast food is vast however; the area is limited on its family restaurant choices. (US Census). 5.1.1 Strengths • Prime location with easy access from Interstate 30 • Exceptional staff will involve cleanup, restocking and preparation. THR will offer a birthday/loyalty club proving a complimentary hamburger or chicken sandwich or wrap to the for the birthday person. 12 Industry Participants ..... .. Finally we will keep our prices in check by meticulous monitoring of our controllable expenses - keeping close eye on our Prime Cost Report and Inventory. Chili's - This is a chain restaurant also offering standard fare. Strategy Pyramid Strategy: Be the Benbrook area's premier Home-Style Food Restaurant in Customer Satisfaction. www.FASTBusinessPlans.com Restaurant Business Plan 1.0 Executive Summary The Traditional Home-Style Restaurant ("THR") will be a moderately priced 86 seat restaurant offering family style food and service. 5 1.1 1.2 1.3 1.4 2.0 Business Objectives .. .5 Mission Statement ..5 Guiding Principles . .6 Keys . We will continually update our database by providing a fishbowl for business cards in the lobby and offer a weekly or monthly drawing. 20 Sales to Success ...6 Company Description . The restaurant will serve a variety of classic home-style favorites from pot roast and mashed potatoes to patty melts and vanilla ice cream. Our staff is a reflection of us. We will utilize a marketing plan to build customer traffic. The industry consists of full-Programs. service restaurants (FSR) and limited service eating places, which include quick-service restaurants (QSR); cafeterias; buffets; snack bars; and nonalcoholic beverage bars. We will offer specialty selections including a lighter options and smaller portions for a children's menu. US tourism spending for food services and drinking places, an indicator for restaurant revenues, increased 6.1 percent in the third quarter of 2011 compared to the same period in 2010. Large companies have advantages in purchasing, finance, and marketing. www.FASTBusinessPlans.com 7.7 Restaurant Business Plan Hourly Labor Schedule 32 33. 20 Exit Strategy .. www.FASTBusinessPlans.com Restaurant Business Plan 3.0 Services 3.1 Daily Operations and Production THR will be open 7 days a week for lunch and dinner requiring multiple shifts. The restaurant is located in a major traffic area, at the intersection of Camp Bowie and Cherry Road. The median household income is \$46,532. With the addition of catering revenues, sales will increase by 12.93% in Year 3. Inventory management systems track supply levels and can help reduce waste due to spoilage. Customer feedback will be accomplished by customer surveys or the use of mystery and 6.02% in Year 3. Inventory management systems track supply levels and can help reduce waste due to spoilage. shoppers. THR is registered in the state of Texas a community property state. All monies will be settled at the end of each shift. Tactics: First create awareness-- our signage on the front of restaurant will bring customers to us and once inside, we will immediately acknowledge the customer with the warmest and most sincere greeting and begin the service process anticipating repeat customers. It will be our goal to provide a wonderful home-style meal combined with superior customer service. Jeff and Betty Wright will contribute \$174, 000 and are requesting an additional \$189,000 in the form of a bank loan. At THR we will continually strive to win more customers by being proactive rather than reactive in our marketing efforts and stay current with popular industry trends. www.FASTBusinessPlans.com 5.7 5.8 5.9 6.0 Legal ... The owner's source of funds is a combination of liquid assets and marketable securities, primarily from their existing catering business. We will seek the use of a local mailing service program to assist us in the implementation of the campaign • Ongoing- we will meticulously keep our database current and use the Constant Contact program • Loyalty and Birthday Club members will notified of upcoming special menu items and to alert them of our catering service. 5.4 Competitive Edge THR's competitive edge is in its people. Through Constant Contact (an online marketing program) the couple has stayed in touch with their host and hostesses, and has been asked to return to provide catering services to several repeat events. We will take advantage of our excellent credit terms with our suppliers and will also . Touch screen ordering programs ensure accurate communication of customer orders. Entrées range in price update our menu to take advantage of seasonality for example in local produce items. Prices are higher than THR and range from \$8.00-\$20 per entrée. 15 Marketing Strategy and Implementation . from \$7.99-\$14. The restaurant will be open 7 days a week with hours as follows: Monday 11:00 am - 9:00 pm Tuesday 11:00 am - 9:00 pm Tuesday 11:00 am - 9:00 pm Thursday 11:00 am - 9:00 pm Friday 11:00 am - 10:00 pm Saturday 11:00 am - 10:00 pm Saturday 11:00 am - 10:00 pm Saturday 11:00 am - 9:00 pm Friday 11:00 am - 9:00 pm Tuesday 11:00 am - 9:00 pm Thursday 11 Date Signature of Recipient 2 3. Local competitors within a five mile radius are as follows. The restaurant will be family owned and operated by Jeff and Betty Wright. The location selected for THR was chosen primarily to appeal to the growing number of households in the area. 3.6 Future Services THR has future plans to provide catering services for family reunions, weddings and other events desiring a "home-style" menu. 8 3.1 3.2 3.3 3.4 3.5 3.6 4.0 Daily Operations and Production . ...8 Competitive Comparison .8 Suppliers ..9 Management Controls ...9 Administrative Systems www.FASTBusinessPlans.com 7.8 Restaurant Business Plan Weekly Sales Projections 33 34. The food quality is average. Combined 25 years in the restaurant industry • Because owner has catering industry • Because owner has cateri when compared to our larger corporate competitors • The same concept holds true in our staffing requirements, by hand selecting our employees • Recruiting and retaining quality employees • Tight margins will allow little wiggle room for error 5.1.3 Opportunities • Little barriers to entry allows for immediate business opportunities • Offer additional catering services 5.1.4 Threats • Government mandates (restaurant operation, food safety, and worker protection at the federal level and health, sanitation, safety, fire at the local level) • Rising operating costs • Building/maintaining sales volume 16 17. Cracker Barrel - Located along Interstate 30, the restaurant is not located within the target market area. This equates to around \$302 per square foot in sales annually which positions THR as a highly desirable concept for ownership in a table service market where \$200 to \$325 per square foot is considered moderately profitable and therefore a good investment. Camp Bowie which runs East and West connects to the newer western suburbs of Fort Worth. • The restaurant will employ 19 employees • \$860,000 -1,200,000 revenue target; Industry average for casual restaurant average of \$860,000. This could potentially become a large portion of gross sales. However due to its the restaurant attracts a similar market, although Cracker Barrel's attract the tourist business as well. Entrée range from \$8.99-\$12. www.FAS BusinessPlans.com 1.3 1.4 Restaurant Business Plan Guiding Principles 1. 30 Hourly Labor Schedule . 14 Target Market Segment Strategy Recruiting efforts will always center on referrals. The suburb of Benbrook located in western Forth Worth, TX has a population of over 51,000 according to the 2010 U.S. Census Report. Over time, they have plans to hire a sales director, a general manager, and a kitchen manager. THR's nearest competitor, The Hedary Restaurant is located over 5 miles away from the location. This design allows line staffing to be adjusted to the business volume. We will email fliers announcing our grand opening. 4.1.3 Main Competitors The following restaurants are located within a five mile radius of THR: • • • Hedarys Restaurant - This is a full service family restaurant stablished in 1977. We will be mindful of the well being of our customers and staff- treating each and everyone with dignity and respect - just like we would at our own home! 5 6. 2.0 Company Description The Traditional Home-Style Restaurant will be located 7950 Camp Bowie West Blvd, Fort Worth, Texas. The 5,000 SF restaurant run as a sole proprietorship, has 17 employees and generates \$1.7 million in revenue annually. 6.3 Management Team Gaps Initially Jeff and Betty will fill in many of the management gaps. Barbeque Ben's - This is sole proprietorship offering primarily barbeque item. www.FASTBusinessPlans.com Restaurant Business Plan • The dining room will be comprised of 20 tables with a seating capacity of 86 seats and 40 available parking We will team up with Groupon and Yelp. Although the food offering does not compete directly with the subject, the restaurant targets the same neighborhood families and has been operating at the single spaces to meet the needs of the customers. 11 Market Size location since 1978. Word-of-mouth marketing is a powerful ally. Together, Jeff and Betty Wright will personally select each candidate. Annual sales average \$860,000 for FSRs. An FSR's square footage and the high turnover of help for startup restaurants, we will rely on family to fill in where required until we are off the ground and seating. Check signing authority for the general operating account will be given to the general manager. 16 Weaknesses The industry is highly fragmented: the 50 largest companies hold just 20 percent of the market. Customer surveys estimate that only 1 in 20 customers that have a problem in a restaurant will tell management about it. Jeff and Betty will conduct periodic staff meetings intended to review policy, increase guest satisfaction and to keep a general line of communication between staff and management. 16 Threats . 15 5.1.1 5.1.2 5.1.3 5.1.4 5.2 5.3 5.4 5.5 5.5.1 5.5.2 5.5.3 5.5.4 5.5.5 5.6 5.6.1 5.6.2 Strengths Orders go through the computer, directly to the kitchen printer. Training programs will include teaching materials to train our employees about service attitudes, customer perception and how to handle guest complaints. 5.6 Sales Strategy Customer service is of the utmost importance. The overall economic impact of the restaurant industry is expected to exceed \$1.7 trillion in 2011. The Wrights already have a customer base through their catering business and local blog visitors. 9 10. Acceptable over/short amounts will be limited to \$5.00 per day. And unlike our big chain competitors, because of our lean size, we can turn on a dime when economically pushed and make changes quickly allowing us to be proactive. Betty will be employed as the Kitchen Manager. We will have Signage on the West Roads Shopping Plaza as well as signage over our entrance • Word of Mouth - We already have a database of existing catering customers and will rely heavily on this method to attract and grow new business. The grill cook will use the printed ticket to keep track of orders and place the meal under the heating lamps until the order is complete. Standard grocery and supply orders will be ordered less often, according to a predetermined schedule and storage capacity. Some handhelds can also print customer checks and process credit card payments. 4.1.2 Industry Participants Major participants include McDonald's; YUM! Brands (KFC, Pizza Hut, Taco Bell); and Darden Restaurants (Olive Garden, Red Lobster). At THR, we will position ourselves as the premier home-style restaurant by preparing quality home cooked meals with simple wholesome ingredients. • Annual 3% increase for inflation and 5% annual increase in revenues • Year 2 Assumes Catering Business in Place. (First Research) Positioning Consumers believe that meals at home are healthier and higher quality than eating at restaurants. We will also be able to keep our menu reasonably priced by offering menu items that take advantage of seasonal produce further reducing price. The following systems will be used by management: Order Guide: The restaurant will use an item specific order guide to track order history and maintain designated levels of product in inventory. 3.2 Competitive Comparison The US restaurant industry includes about 480,000 restaurants with combined annual revenue of about \$400 billion. 1. Based on the assumption of \$11.37 as the average meal price, the breakeven revenue then is \$1,108,970 or 97,535 meals (units). Chili's - this is a chain restaurant also offering standard fare. It is also anticipated that as we grow our catering business, along with our lunch business. group, we will hire a sales director to facilitate this portion of the business. The median household income is \$46,532 for 2010 and estimated positions. We are open 7 days a week and unlike our chain competitors, our servers won't try to be your best friend our rush you thought your meal. Broasted chicken, pot roast, steaks and pork chops along with classic hamburgers, wraps and generous salads are all on the menu. The following table 5.6.1 Annual Sales Forecast for the next 3 years: Table 5.6.1 Annual Sales Forecast for the next 3 years. Controllable Costs COGS Payroll Total Prime Cost Controllable Profit 5.6.2 Year 1 Year 2 Year 3 \$1,028,422 \$0 \$1,028,422 \$0 \$1,079,843 \$81,600 \$1,161,443 \$1,133,835 \$402,113 \$269,987 \$672,100 \$356,322 \$414,176 \$323,057 \$737,234 \$424,209 \$426,602 \$340,027 \$766,628 \$469,207 Sales Programs We will encourage our employees to grow our customer base and provide incentives and regular bonuses to employees for referrals and repeat customers. 28 Projected Balance Sheet... Jeff will write the schedules. 7 8. The sales director will be compensated similarly to their national peers (national Restaurant Association) 5.7 Legal Initially we will be formed a sole proprietor: Jeff Wright d/b/a Traditional Home Style Restaurant. www.FASTBusinessPlans.com • • 5.2 Restaurant Business Plans.com rotation techniques, accompanied by ample storage facilities will ensure that high quality prepared product will be sufficiently available to meet the demands during peak business hours. More often than not, the couple gets asked to open a restaurant full-time so that patrons can return again and again. Convenience is essential to us; we need to be close to our market because we are not trying to get people to travel to reach us. Employ Mystery Shoppers. The profitability of individual companies can vary: while QSRs rely on high-margin items and effective marketing. 17 Unique Selling Proposition (USP) . Together they have over 25+ collective years experience in the restaurant and catering industry. www.FASTBusinessPlans.com 5.5 Restaurant Business Plan Marketing Strategy and Positioning We realize the success of THR will have to be achieved by doing more that serving great \$0 \$204,168 Year 2 \$0 \$26,648 \$39,453 \$62,294 \$48,253 \$24,745 \$8,899 \$20,000 \$18,432 \$248,725 Year 3 \$0 \$27,448 \$40,637 \$64,163 \$49,701 \$25,487 \$9,166 \$20,600 \$23,731 \$260,933 7.0 Financial Plan The following sections outline our financial plan: • • • • • • 7.1 • Required Cost of Start-Up Profit and Loss Cash Flow Balance Sheet Financial Ratios Hourly Labor Costs Weekly Sales Projections Important Assumptions Meal Price range from \$8.00 - \$15.00 • Average lunch price: 8.79 • Average lunch price: top of his/her game, and pay top wages to ensure they stay with us. www.FASTBusinessPlans.com RESTAURANT BUSINESS PLAN (COMPANY NAME) (CREATION DATE) Here's Your FAST Sample Business Plan This Restaurant Business Plan has been written to use a starting point for developing your own business plan. By initially employing family members who will work for lower and reduced wagers, for example, we can further reduce our controllable expenses. 19 Sales Forecast Because the POS system acts as a time clock, it can also held prepare payroll - which will save some money in the bookkeeping department. Handheld point-of-sale (POS) devices allow servers to place orders and print checks tableside, improving accuracy and reducing ordering time. Jeff Wright will prepare a weekly report that shows the gross profit margin after cost of goods sold and labor cost has been deducted from the sales revenue. • Location. www.FASTBusinessPlans.com 3.5 Restaurant Business Plan Administrative Systems With a limited staff, it is crucial that the Wrights remain current with daily cash outlay. The residential population in the immediate area is comprised of a mixture of single family housing. Total start up .7 Legal Form costs will be \$363,000, \$174,000 of which will be contributed by the owners and the remainder will be secured by a proposed bank loan. (National Restaurant Association). 6 2.1 2.2 2.3 2.4 3.0 Ownership .7 Location and Facilities ..7 Start-Up Summarv • Event Marketing -We plan on joining our local chamber of commerce and utilizing their networking services for our grand opening 5.5.4 Website • We will stay current with industry trends and have a webpage, Facebook page and Twitter site www.FASTBusinessPlans.com 7.5 7.5.1 Restaurant Business Plan Projected Profit and Loss The profit and loss demonstrates modest increases in revenues over the three expected years with adjustments for inflation. The Wrights will be leasing a 3,400 square foot space located at West Roads Shopping Center, an existing retail center located in Benbrook, a suburb in Fort Worth, Texas. Recipient acknowledges that no remedy of law may be adequate to compensate FastBusinessPlans.com for a violation to any other legal or other rights that may be adequate to compensate FastBusinessPlans.com may seek equitable relief to enforce this agreement in any court of competent jurisdiction. • Our restaurant team will also be active role by participating, sponsoring, and donating to local churches, sports clubs or teams in the market area. Food inventory because of its quick perishable time would be considered a write-off. www.FASTBusiness Plans.com Restaurant Business Plan This business Plan template can be downloaded at: Free sample business plans are available at: Free sample business Plans.com Restaurant Business Plans are available at: Payroll checks will be issued bi-monthly. In these organizations he held the positions of Assistant Manager and then General Manager. popular with family reunions. 4.3 Target Market Segment Strategy Jeff and Betty Wright selected the subject area for its restaurant primarily because of its location to the very busy intersection of Cherry Street and Camp Bowie. The industry is highly fragmented: the 50 largest companies hold just 20 percent of the market. 24 Break-Even Analysis 5.6.1 Sales Forecast We are expecting a conservative 5% increase in sales revenues annually over the next 3 years. Entrées range from \$6.99 - \$20. Along with the daily operations of running a restaurant, a POS system can organize profit and loss statement and sales tax. Industry revenue is roughly evenly split between FSRs QSRs. 11 12. We believe that the restaurant industry is a great place to begin one's career or pursue full-time. Although the food offering does not compete directly with the subject, the restaurant targets the same neighborhood families and has been operating at the single location since 1978. The variable cost (overhead) is estimated to be \$4.51 per meal. Daily Inventory Tracking: Daily inventory will be taken on specific items. 16 Opportunities . Our name says it all "Traditional Home-Style Restaurant - - honest to goodness food served to you by honest to goodness people!" 5.5.2 Pricing Strategy At THR, cost accounting is important, since the profitability of individual dishes can vary significantly and will initially determine the cost of the menu items. 18 Promotion and Advertising Strategy 6.4 Personnel Plan Table 6.4 Personne Plan Annual Sales Forecast Owner / General Manager Asst. (First Research) 4.1 Industry Analysis This analysis is based on the Standard Industry Code ("SIC") 5812: Eating and Drinking Places Establishments primarily engaged in the retail sale of prepared food and drinks for on-premise or immediate consumption. Major companies include McDonald's; YUM! Brands (KFC, Pizza Hut, Taco Bell); and Darden Restaurants (Olive Garden, Red Lobster). Although the location was previously utilized as a restaurant, the former tenant removed the majority of the furniture, fixtures and equipment which will need to be replaced. Jeff Wright will run reports from the time & attendance system make necessary adjustments, and prepare for transfer to the payroll system. www.FASTBusinessPlans.com Table 7.5.1 Restaurant Business Plan Pro Forma Profit and Loss Income Sales Cost of Goods Sold Gross Profit Expenses Accounting / Legal Bad Debts Shrinkage Credit Card Fees Insurance Miscellaneous Payroll Taxes Permits and Licenses Rent Salaries Wages Total Expenses Net Profit 7.5.2 Year 1 Year 2 Year 3 \$1,028,422 \$1,161,443 \$1,235,835 (\$402,113) (\$414,176) (\$426,602) \$626,309 \$747,267 \$809,234 \$12,360 \$26,482 \$92,700 \$21,185 \$77,250 \$45,435 \$0 \$7,577 \$70,040 \$12,711 \$323,057 \$688,798 \$58,469 \$12,731 \$27,276 \$95,481 \$21,821 \$79,568 \$46,798 \$0 \$7,804 \$72,141 \$13,093 \$340,027 \$716,739 \$92,494 Projected Cash Flow The statement of cash flow shows the incoming and outgoing cash of the business. 21 Management Team . The residential population in the immediate area is comprised of a mixture of single family and multi-family housing. Benbrook, a suburb of Fort Worth, Texas, has a population of over 51,000 according to the 2010 U.S. Census Report. Major employers include Union Gaps Pacific and Bank of America. The site was previously leased as an Italian Restaurant. The location requires some build-out and renovation totally \$50,000 and will require approximately 30 days to complete. Movement will be compared to sales data to ensure designated products have been properly accounted for. Monthly totals will be compared to actual P&L statements for accuracy. These establishments may provide food services to patrons in combination with selling alcoholic beverages, providing carry out services, or presenting live nontheatrical entertainment. Sales projections assume 1700 customers per week resulting in weekly sales of just over \$19,777, or \$1,028,000 annually Restaurant Business Plan www.FASTBusinessPlans.com Table 7.4 Break-Even Analysis Net Veriable Cost: \$669,186.01 Variable Cost: \$4.51 Number of Units: 13,934 Avg. 3.3 Suppliers Because of their years of experience combined with their existing catering business, Jeff and Betty Wright have established relationships with qualified suppliers. www.FASTBusinessPlans.com Restaurant industry is highly competitive, site selection is critical: companies may consider population density, household income, competition visibility, accessibility, and traffic. The industry is labor-intensive. This will encourage families tired from a day of work to stop in for a home cooked meal they can enjoy - without the cleanup! Cherry Road which runs North and South is connected to the busy Interstate 30 corridor, ½ mile north of the shopping center. 17 Marketing Strategy and . You are free to edit and use this business plan and its contents within your organization; however, we do ask that you don't distribute this business plan on the web without explicit permission from us. 27 28. Because of our current expertise with vendors, and our excellent Positioning credit, we can negotiate better credit terms than say someone brand new starting a restaurant. 5.5.5 Marketing Programs • Our initial marketing campaign will consist of contacting our databases clients and notifying them of our grand opening. 20 Milestones The POS system known as "The Expediter" used to monitor inventories and time meals has replaced one of the most important aspects of a restaurant - the friendliness of the staff! And in light of this, a handful of chain restaurant aspects of a restaurant set beta testing selfpay tables! Our customers will enjoy our standard menu fare, along with seasonal menus so that we can better take advantage of cost savings and stay current with some of the food industry trends. The prime cost for this type of restaurant is expected to range from 60% to 65%. The purchase of a POS system will immensely help them with these daily administrative reports: Daily Cash Control. This is further depicted in the Table Below and the Graph that follow: 25 26. Over time, the couple plans to form a Limited Liability Company. Initially, we intend to employ our family members who will be deposited in a deposit. At THR we believe that our restaurant will provide job opportunities both for the entry level applicant was well as for the part-time worker searching for flexibly in job hours. Major companies include Brinker International which owns Chili's Grill & Bar) and Maggiano's, Ruby Tuesdays McDonald's; YUM! Brands (KFC, 8 9. 6.2 Management Team The restaurant will be owned by Jeff Wright. Sales at full service restaurants reached \$184.2 billion in 2010. On a typical day in America in 2010, more than 130 million people will be foodservice patrons. • We will also strive to develop rapport with local business as a quick, comfortable lunch choice. We will offer a loyalty club and birthday club which recent reports indicate increases earnings as much as 15%. We will do this by providing quality home style meals, prepared with quality ingredients at a reasonable prices. 17 Competitive Edge ... (First Research) 4.1.1 Market Size The US restaurant industry includes about 480,000 restaurants with combined annual revenue of about \$400 billion. 30 The loan is expected to be a fully amortizing 5 year term note secured by UCC filings on all furniture fixtures and equipment. THR will be positioned as the premier traditional home-style restaurant. Many articles to assist in guiding you through the Business Ratios writing of your business plan are available at: 34 Our Service Provide the warm and friendly service expected from a family-style restaurant creating an informal, comfortable environment which will make the customers satisfied and want to return again and again. 19 Marketing Programs . www.FASTBusinessPlans.com Restaurant Business Plan 5.5.3 Promotion and Advertising Strategy • Location- The restaurant will be located in a strip center at the busy intersection of Cherry road and Camp Bowie. 10 Future Services Replenishment and ongoing preparation will continue during off peak business Plan Non-Disclosure and Confidentiality Agreement The undersigned ('Recipient'), hereby agrees that all financial and other information ("Information") that is has and will receive concerning FastBusinessPlans.com is confidential and will not be disclosed to any other individual or entity without prior written consent. 12 Market Segments. Small companies can offer superior food or service. The majority of the costs are associated with the restaurant equipment, inventory and furnishings for the dining room. The 5,000 SF restaurant run as a sole proprietorship, has 17 employees and generates \$1.7 million in revenue annually. We will also provide our employees with the most current training programs regarding safe food handling, and worker protection. www.FASTBusinessPlans.com Table 7.3 Restaurant Business Plan Source and Use of Funds Source of Funds Source of Funds Source and Use of Funds annual expenses. All quest complaints will be acknowledged by the staff and referred to management. www.FASTBusinessPlans.com Restaurant Business Plan 6) children's nutrition as a culinary theme, 7) sustainable seafood, 8) gluten-free allergy conscious items, 9) back to basics cuisine, and 10) farm brand ingredients. We will pay our employees a competitive salary and believe we can do so by meticulously keeping our records, including daily review of the Prime Cost Report, and utilize Cost Accounting Systems, to prevent inventory shortfalls. www.FASTBusinessPlans.com Restaurant Business Plan TABLE OF CONTENTS 1.0 Executive Summary www.FASTBusinessPlans.com Restaurant Business Plan point during their lives, and more than one out of four adults got their first job experience in a restaurant. • Direct Mail - Bulk mailing either directly to potential customers or by including a postcard in a value-pack-type mailing Customers will enjoy the quaint surroundings inside with the wood tables and checkered table cloths. However due to its menu offering of home comfort food, the restaurant attracts a similar market, although Cracker Barrel's attract the tourist business as well. 21 Organization and Management The additional assets such as the staff's uniforms, table cloths, and cutlery could be sold at auction or on e-bay. Our long term goal is to hire team members that are truly hand selected and have the same honest to goodness family values we do. The existence of a statutory minimum wage in most states increases the need for players to keep other costs as lean as possible, which in turn increases the importance of suppliers. The restaurant located in a retail strip center is located and evaluated according to a pre-defined set of standards designed for each position. Betty Wright received her Culinary Degree from the Art Institute in Dallas. Our restaurant will provide a relaxed atmosphere and when customers walk in they will be greeted by warm smiles and greeted just as they were arriving home. 7.2 Start-Up Costs Total start up costs will be \$363,000, \$174,000 of which will be secured through a proposed bank loan. Participate with Costco as Small Business of the Month - We will leave our menu, a fishbowl for business cards and a small 'homey' display with the retailer announcing us as new entrants in the local restaurant arena. In fact, according to the Restaurant Association, nearly half of all adults have worked in the restaurant industry at some 15 16. Assumes 4 parties monthly @ \$15 per plate and \$50 persons. (Whereas our corporate competitors have to adhere more closely to their company policies thus impeding their reaction time) 17 18. Applebee's - This is a chain restaurant offering standard fare. Food choices are varied and prices range for \$8-\$21. The average check price is expected to

. These suppliers can provide reasonably priced products, delivered according to the schedule. 10 Market Analysis The Wrights will sub-contract the work themselves. 6.0 Organization and Management 6.1 Organizational Structure THR expects to hire 19 employees. Unit Price: \$11.37 0 13,934 27,867 41,801 55,734 69,668 83,601 97,535 111,468 125,402 181,136 195,070 209,003 222,937 \$0 \$158,424 \$316,849 \$475,273 \$633,697 \$792,122 \$950,546 \$1,108,970 \$1,267,395 \$1,425,819 \$1,584,243 \$1,742,668 \$1,901,092 \$2,059,517 \$2,217,941 \$2,376,365 \$2,534,790 Fixed Cost Variable Cost \$669,186 \$669 \$628,264 \$691,090 \$753,917 \$816,743 \$879,570 \$942,396 \$1,005,222 Total Cost \$669,186 \$732,012 \$794,839 \$857,665 \$920,492 \$983,318 \$1,046,144 \$1,108,971 \$1,234,624 \$1,297,450 \$1,611,582 \$1,674,408 Total Profit -\$669,186 -\$573,588 -\$477,990 -\$382,392 -\$286,794 -\$191,196 -\$573,588 -\$477,990 -\$382,392 -\$286,794 -\$191,196 -\$573,588 -\$477,990 -\$382,392 -\$286,794 -\$191,196 -\$573,588 -\$477,990 -\$382,392 -\$286,794 -\$191,196 -\$573,588 -\$477,990 -\$382,392 -\$286,794 -\$191,196 -\$573,588 -\$477,990 -\$382,392 -\$286,794 -\$191,196 -\$573,588 -\$477,990 -\$382,392 -\$286,794 -\$191,196 -\$573,588 -\$477,990 -\$382,392 -\$286,794 -\$191,196 -\$573,588 -\$477,990 -\$382,392 -\$286,794 -\$191,196 -\$573,588 -\$477,990 -\$382,392 -\$286,794 -\$191,196 -\$573,588 -\$477,990 -\$382,392 -\$286,794 -\$191,196 -\$573,588 -\$477,990 -\$382,392 -\$286,794 -\$191,196 -\$573,588 -\$477,990 -\$382,392 -\$286,794 -\$191,196 -\$573,588 -\$477,990 -\$382,392 -\$286,794 -\$191,196 -\$573,588 -\$477,990 -\$382,392 -\$286,794 -\$191,196 -\$573,588 -\$477,990 -\$382,392 -\$286,794 -\$191,196 -\$100,1 \$95,598 \$0 \$95,598 \$191,196 \$286,793 \$382,391 \$477,989 \$573,587 \$669,185 \$764,783 \$860,381 27. Check disbursements will be prepared by the bookkeeper. www.FASTBusinessPlans.com Restaurant Business Plan and kept on file. 21 Management Team ... . As a new start-up we can currently control employee cost by hiring family members who will work for low and reduced wages. The location will also require some additional renovation to update the lavatories and increase table space in the dining area. • • • • Hedarys Restaurant - This is a full service family restaurant established in 1977. 4.0 Market Analysis The restaurant industry is a large and diverse business: Restaurant-industry sales are projected to total \$604 billion in 2011 and equal 1.1.1.2 Business Objectives The primary objectives of the business plan for Restaurant are below: • To be the premier home-style restaurant in western 4 percent of the U.S. gross domestic product. 21 6.1 6.2 6.3 6.4 7.0 Restaurant Business Plan Organizational Structure ... Fort Worth, Texas • To provide quality meals at reasonable prices with exemplary service • Achieve Cover ratios of 1.00X at each lunch and dinner serving • To achieve Prime Cost Ratios lower than 65% Mission Statement Our Mission is to provide a unique and relaxing dining experience - similar to dining at home. Keys to Success • Repeat business. Cracker Barrel - located along Interstate 30, the restaurant is not located within the target market area. 22 Start-Up Costs . . Further, established in the 1970's the Hedary Restaurant's customers are older than the targeted family group THR focuses on. Dinner style tables will be surrounded by wooden chairs with comfortable seating cushions. Ordering schedules will be staggered with perishable products being ordered multiple times per week to preserve freshness. Home-Style Catering as also grown by word of mouth. 12 13. Catering will escalate to 8 parties monthly in month 20 and then 10 parties monthly thereafter. 2.4 Location and Facilities The 3,400 square foot restaurant will be located in a West Roads Shopping Center, a retail strip center located in the Benbrook suburb of Fort Worth, Texas. Timing systems monitor meal progress and can alert staff if an order is running behind schedule. www.FASTBusinessPlans.com 2.1 Restaurant Business Plan Ownership The restaurant will be owned by Jeff Wright. Sales and receipts recorded by the POS system will be compared to actual cash and credit card deposits on a daily basis. 2. www.FASTBusinessPlans.com Table 5.8 Restaurant Business Plan Milestones Milestones Milestones Milestones Milestones Milestones Plan Milestones Plan Milestones Plan Milestones Milestones Milestones Plan Milestones Plan Milestones Milestones Milestones Plan Milestones occur at auction. \$175,000 of the start-up costs will be funded by the owners. The majority of the expenses are in furniture fixtures and equipment totally \$110,000. 20 3 4. 19 Website . . To meet the gaps associated in payroll, inventory management, and cost accounting, the Wrights will purchase have considered a POS (point of sale system) that it simplifies 21 22. www.FASTBusinessPlans.com Restaurant Business Plan Six Burner Res Stainless Steel 3 bowl sink Liquid Fire Protection System Stainless Steel 3 bowl sink 20 wood round / oval tables 86 bleached wood Café Chairs 20 track lighting Table cloths , napkins Art, Décor Fireproof Safe Cash register + POS System Ofc PC Total Start-Up Assets Total Required Start-Up Costs 7.3 \$3,600 \$500 \$7,200 \$1,200 \$4,000 \$1,500 \$4,000 \$1,500 \$20,000 \$5,000 \$1,000 \$1,200 \$2,000 \$500 \$4,000 \$1,200 \$1200 \$10,500 \$363,000 Source and Use of Funds Total start-up costs are estimated to be \$363,000. 18 Positioning Statement . Applebee's - this is a chain restaurant offering standard fare. 13 Market Tests . Drink orders will be taken and guests can munch on our complimentary rolls. Error! Bookmark not defined. Once the customer's order is taken, the order will automatically be printed to a requisition printer located in the grill area. Prices are higher than THR and range from \$8.00-\$20 per entrée. Restaurants compete with companies that serve meals or prepared foods, including grocery stores, warehouse clubs, delis, and convenience stores. Programs for employees keeping them current on industry trends and food safety. In addition to a website with our menu, map and driving directions, we will also have a Facebook page and utilize other social media such as Twitter. Purchasing Records/Payables. This industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress services) and pay after eating. Among FSRs, most establishments focus on Italian cuisine, steak, or seafood. We will achieve these goals by using the following: • Database: We will begin our campaign by marketing to our existing database of customers. www.FASTBusinessPlans.com • • 4.1.4 Restaurant Business Plan Barbeque Ben's - This is sole proprietorship offering primarily barbeque item. The Information shall remain the property of FastBusinessPlans.com and shall be returned to FastBusinessPlans.com and .. 10 11. These initiatives are still in the planning stages as we gear up to hire and staff. The restaurant will be wholly owned and operated by Jeff and Betty Wright. spending on eating out, rose 13.1 percent and 9.3 percent respectively in the week ending January 16, 2012, compared to the same week in 2011. Weekly Prime Cost Report. 32 Weekly Sales Projections . The food quality is average. Cost accounting programs help companies determine the profitability of individual menu items. Mr. Wright will rely on operational checklists to verify that each work shift has been properly prepared for and to insure the operational standards are followed before, during and after work shifts. 5.0 Marketing Strategy and Implementation THR will position itself as the premier home-style

restaurant in the Benbrook suburb of Fort Worth, Texas. Food choices are varied and prices range for \$8-\$21. 3.4 Management Controls The Wrights will practice sound management procedures in order to control costs, insure quality of product and provide friendly customer service.

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