
Restaurant Business Plan Form PDF

Executive Summary

- Mission Statement: _____
- Vision Statement: _____
- Key Objectives: _____

Business Description

- Legal Structure: _____
- History: _____
- Location and Facilities: _____

Products and Services

- Core Menu Items: _____
- Ancillary Services: _____

Market and Competition

- Target Customer Profile: _____
- Market Needs: _____
- Competitive Analysis: _____

Marketing Plan

- Pricing Strategy: _____
- Promotional Tactics: _____
- Distribution Channels: _____

Management and Organization

- Management Team: _____
- Staffing Requirements: _____

Financial Projections

- Start-up Funding: _____
- Projected Income Statement: _____
- Cash Flow Forecast: _____