**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12310&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Pop-Up+Restaurant+Business+Plan+Template-word-12310&lpa=Blank+Pop-Up+Restaurant+Business+Plan+Template+word+12310)Pop-Up Restaurant Business Plan   
Template**

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|  | **Name** | | |  |
|  | Business Plan | | |  |
|  |  |  |  |  |
|  | **Date Prepared** | MM/DD/YYYY | |  |
|  | **Contact** | Name, Title | |  |
|  | **Phone, Email** | Content | |  |
|  | **Address** | Content | |  |
|  | **Website, Links** | Content | |  |
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| **Executive Summary** | |  |  |
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| **Pop-Up Restaurant Overview** | |  |  |
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| **Market Analysis** |  |  |  |
| **Target Market** | | | |
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| **Location Analysis** | | | |
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| **Competition Analysis** | | | |
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| **Menu and Product Line** |  |  |
| **Offerings and Pricing** | | |
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| **Specialty or Thematic Items** | | |
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| **Operations Plan** |  |  |
| **Temporary Setup and Breakdown Procedures** | | |
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| **Short-Term Operations Staffing** | | |
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| **Licensing and Permit Compliance  for Temporary Events** | |
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| **Suppliers and Inventory Management** |  |
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| **Management Structure** | |  |  |
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| **Name** | **Role** | **Experience / Qualifications** | |
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| **Financial Plan** |  |  |  |
| **Startup Costs and Event-Based Budgeting** | | | |
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| **Revenue Projections for Limited-Time Operations** | | | |
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| **Implementation Timeline** | |  |  |
| **Phase** | **Timeframe** | **Key Activities** | |
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| **Supporting Documents** | |  |  |
| **Document** | **Purpose** | | |
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