**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12399&utm_source=template-word&utm_medium=content&utm_campaign=Restaurant+Business+Plan-word-12399&lpa=Restaurant+Business+Plan+word+12399)Restaurant Business Plan Template**

|  |  |  |
| --- | --- | --- |
| Business Plan |  |  |
| Table setting with solid fillName | | |
|  |  |  |
| 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** | | | |
|  |  | | | |
|  |  | | | |
|  |  | | | |
|  |  | | | |
|  |  | | | |
|  |  | | | |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |