

Restaurant Business Plan

Sample plan for Harbor Table Bistro (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Harbor Table Bistro is a new restaurant business based in [City, State]. We will serve local residents within a 3 to 5 mile radius and office workers looking for lunch, offering dine-in lunch and dinner service, takeout and third-party delivery and beer, wine or cocktail program. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$650,000, growing to \$934,000 by year three. Startup costs are estimated between \$164,000 and \$592,000. We are seeking \$378,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

A restaurant plan has to prove two things at once: that people in a specific neighborhood want this food at this price, and that the kitchen can produce it at a food cost that leaves room for rent and labor. Lenders and landlords read restaurant plans closely because the failure rate in the first few years is high, so the numbers section carries more weight here than in most industries.

Item	Details
Legal name	[Harbor Table Bistro LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

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3. Products and Services

Offering	Description	Price	Cost to deliver
Dine-in lunch and dinner service	[Describe]	[\$]	[\$]
Takeout and third-party delivery	[Describe]	[\$]	[\$]
Beer, wine or cocktail program	[Describe]	[\$]	[\$]
Private dining and small-event bookings	[Describe]	[\$]	[\$]
Weekend brunch menu	[Describe]	[\$]	[\$]

Revenue streams:

- Food sales (typically 70 to 80% of revenue)

- Beverage and alcohol sales, usually the highest-margin line
- Catering and private events

4. Market Analysis

Target customers:

- Local residents within a 3 to 5 mile radius
- Office workers looking for lunch
- Weekend diners and families
- Private event and catering clients

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

6. Marketing and Sales

Planned marketing activities:

- Google Business Profile with menu, hours and photos
- Soft opening for neighbors and local press
- Loyalty program or email list from day one
- Partnerships with nearby offices and event venues
- Instagram content built around signature dishes

Channel	Monthly budget	Goal
Google ...	[\$]	[#]
Soft ...	[\$]	[#]
Loyalty ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Business license and EIN [] obtained
- Food service establishment permit from the local health department [] obtained
- Certificate of occupancy and fire inspection [] obtained
- Liquor license, if serving alcohol [] obtained
- Food handler and manager certifications [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
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Food cost percentage	Cost of ingredients divided by food sales. Most full-service restaurants target 28 to 35%.	[Target]
Prime cost	Food, beverage and labor costs combined. Keeping this near 60% of sales is a common benchmark.	[Target]
Table turnover	How many times each table seats a new party during a service.	[Target]
Average check	Revenue per guest, which tells you whether upselling and menu pricing are working.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Thin margins that leave little room for slow months	[Your plan]
Rising food and labor costs	[Your plan]
Staff turnover and training time	[Your plan]
Location and foot traffic assumptions that prove optimistic	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Lease deposit and build-out	\$60,000	\$250,000	[\$]
Kitchen equipment	\$40,000	\$120,000	[\$]
Furniture, fixtures and POS	\$15,000	\$45,000	[\$]
Licenses, permits and liquor license	\$3,000	\$40,000	[\$]
Opening food and beverage inventory	\$8,000	\$20,000	[\$]
Pre-opening payroll and training	\$10,000	\$30,000	[\$]
Marketing and grand opening	\$3,000	\$12,000	[\$]
Working capital reserve	\$25,000	\$75,000	[\$]
Total	\$164,000	\$592,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$650,000	\$812,000	\$934,000
Cost of sales	\$208,000	\$259,840	\$298,880
Gross profit	\$442,000	\$552,160	\$635,120
Operating expenses	\$419,900	\$461,890	\$498,841

Net income before tax	\$22,100	\$90,270	\$136,279
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Example assumptions: 68% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$378,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Lease deposit and build-out	[\$]
Kitchen equipment	[\$]
Furniture, fixtures and POS	[\$]
Licenses, permits and liquor license	[\$]
Opening food and beverage inventory	[\$]
Pre-opening payroll and training	[\$]
Marketing and grand opening	[\$]
Working capital reserve	[\$]

Appendix

Writing tips for a restaurant plan:

- Show a sample menu with prices and the plated food cost of your top sellers.
- Include a floor plan with seat count, because seats times turns drives your revenue forecast.
- Explain how you will cover the first six months if sales ramp slowly.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.