



# How to write a restaurant business plan

a creative template from Flipdish



# Introduction

There are many facets to pulling together a robust restaurant business plan and there is a lot to consider. While our complete guide to writing a restaurant business plan is available to view at [flipdish.com/blog](https://flipdish.com/blog), we've created this workbook PDF to go alongside it, and to help you get some ideas on paper.

Handwriting and drawing use different parts of the brain to typing, and can help you unlock new ideas. If you can, print this out and grab the tools of your preferred medium, be that pens, pencils or even crayons, and get scribbling.

Don't try to complete the workbook in one go. Like a good ragù, this needs time to simmer. All you need to do is follow each step, one by one.

Ready? Let's begin!



# Step 1

Define the opportunity  
and back it up with data

What is the opportunity?

Blank writing area for defining the opportunity, consisting of ten horizontal lines.

What is the supporting data?

Blank writing area for supporting data, consisting of ten horizontal lines.



# Step 2

Identify your strengths and weaknesses

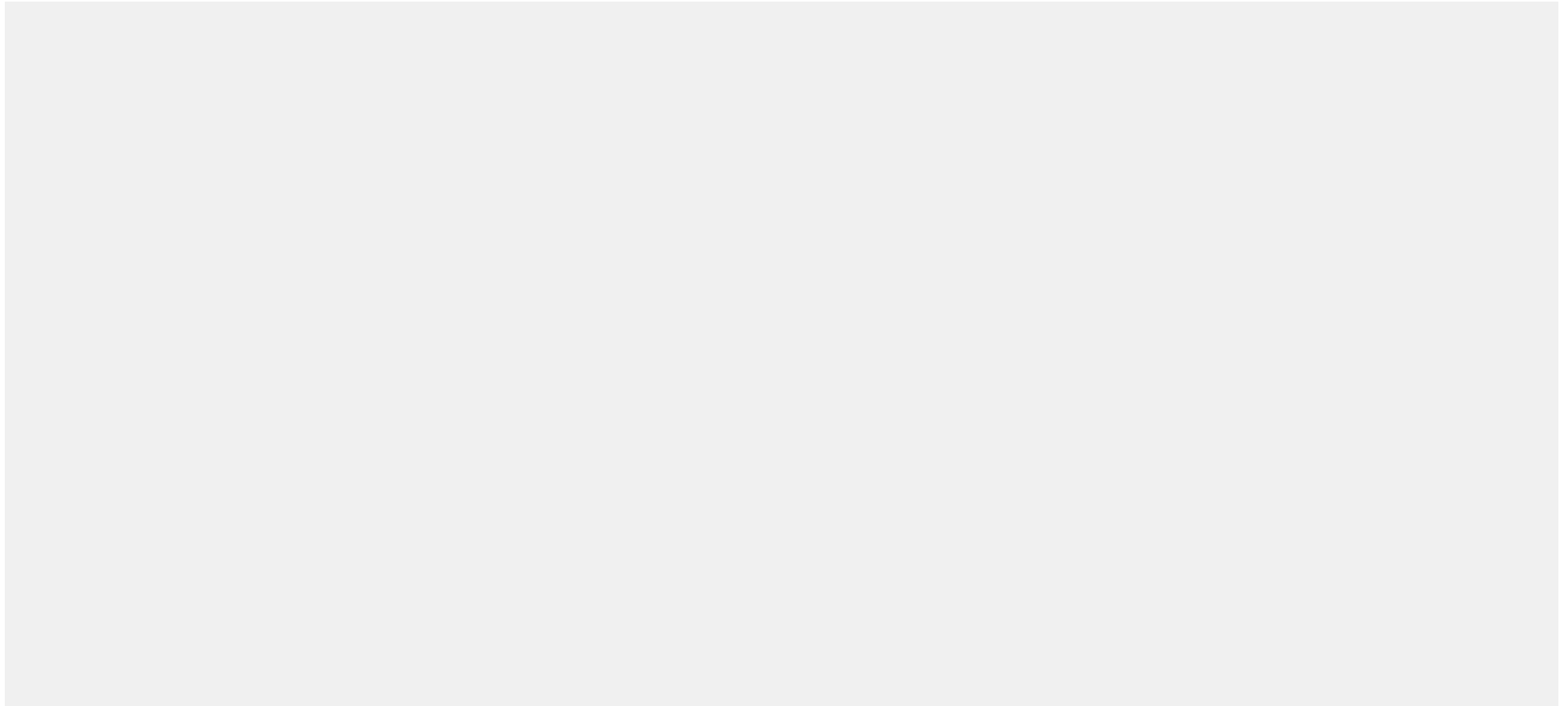
| SWOT Matrix                               |  | <b>Helpful</b><br>(for your objective)   | <b>Harmful</b><br>(for your objective) |
|---|--|--|--|
| <b>Internal</b><br>(within organisation)  | <b>Strengths</b><br> <ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li></ul>        | <b>Weaknesses</b><br> <ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li></ul> |  |
| <b>External</b><br>(outside organisation) | <b>Opportunities</b><br> <ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li></ul> | <b>Threats</b><br> <ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li></ul>  |  |



# Step 3

## Make a future plan for your restaurant business


What trends, movements and changes are relevant to your restaurant?



# Step 4

## Complete the PESTLE exercise

List the Political, Economic, Social, Technological, Environmental and Legal Context










The diagram illustrates a PESTLE exercise form. At the center is a dark blue circle containing the word "PESTLE" in white capital letters. Surrounding this central circle are six rounded rectangular boxes, each representing a category: "Political" (top-left), "Economic" (top), "Social" (top-right), "Legal" (bottom-right), "Environmental" (bottom), and "Technological" (bottom-left). Each of these six boxes is connected to a vertical column of three horizontal lines, providing a space for notes or examples related to that category.



# Step 5

Secure your social media accounts and list them below

|   | Handle               | Email                | Password             |
|---|----------------------|----------------------|----------------------|
|    | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|    | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|    | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|    | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|   | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|  | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|  | <input type="text"/> | <input type="text"/> | <input type="text"/> |



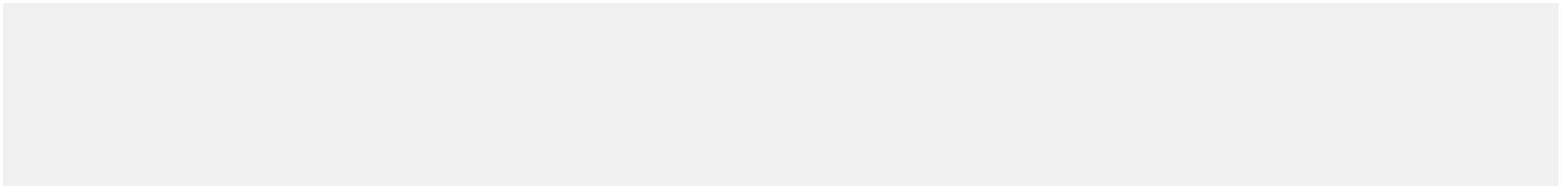
# Step 6

## Look at the big picture

Brainstorm and define your vision statement



Distill your vision statement down to a sentence or two

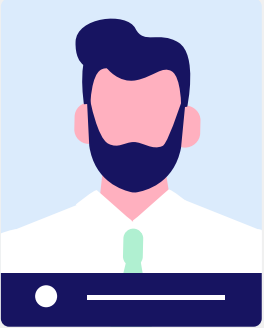
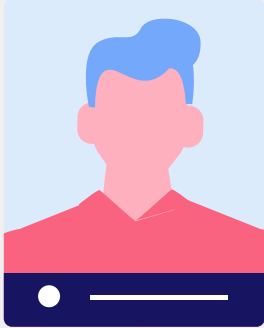

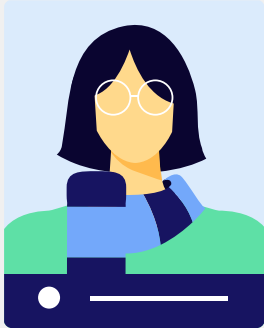




# Step 7

## Define your target market

Create marketing personas

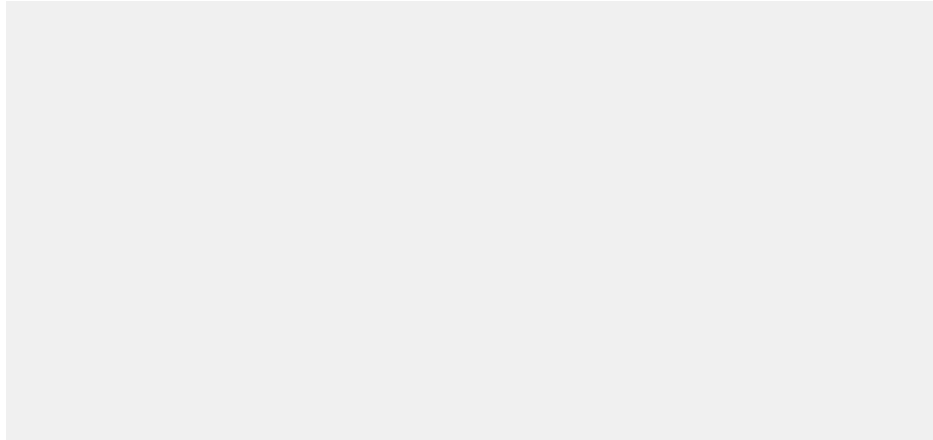
|  |   |  |   |
|--|---|--|---|
|   | <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> |   | <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> |
|  | <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> |  | <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> |



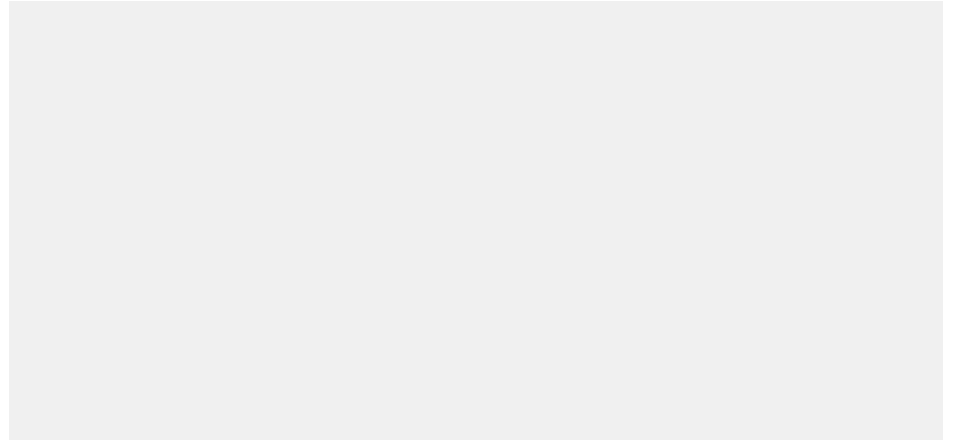
# Step 8

## Refine your product marketing

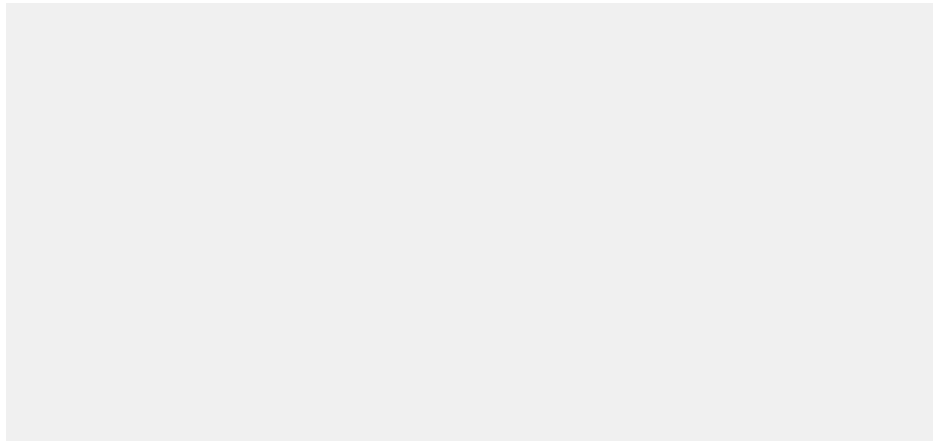
What products and services will you offer?



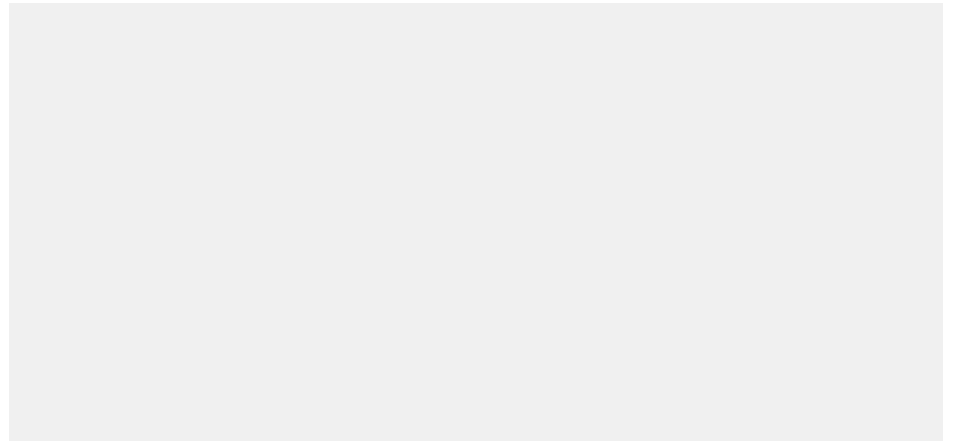
What need will they meet?



Why will customers buy them?



What are the benefits?



# Step 9

## Conduct competitor analysis

| Name | Address | Product | Place | Price | Promotion | USP |
|------|---------|---------|-------|-------|-----------|-----|
|      |         |         |       |       |           |     |
|      |         |         |       |       |           |     |
|      |         |         |       |       |           |     |
|      |         |         |       |       |           |     |
|      |         |         |       |       |           |     |



# Step 10

## Set up your restaurant website

List your restaurant website requirements

- Branding
- Domain name
- Website storage
- Web-sized imagery
- Customer review plug-ins
- Safety certificate
- Menu
- Mobile phone optimised
- Online Ordering System
- Last mile delivery integration
- POS Integration
- Social links
- Blog
- Content management system
- Press section
- Mobile app
- Contact page
- Google Maps



# Step 11

## Layout your restaurant sales forecast

| <b>Unit Sales</b>       | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Breakfast Food          |     |     |     |     |     |     |     |     |     |     |     |     |
| Breakfast Beverages     |     |     |     |     |     |     |     |     |     |     |     |     |
| Lunch Food              |     |     |     |     |     |     |     |     |     |     |     |     |
| Lunch Beverages         |     |     |     |     |     |     |     |     |     |     |     |     |
| Dinner Food             |     |     |     |     |     |     |     |     |     |     |     |     |
| Dinner Beverages        |     |     |     |     |     |     |     |     |     |     |     |     |
| Bar Sales               |     |     |     |     |     |     |     |     |     |     |     |     |
| Marchandise Sales       |     |     |     |     |     |     |     |     |     |     |     |     |
| Gift Cards              |     |     |     |     |     |     |     |     |     |     |     |     |
| Events Sales            |     |     |     |     |     |     |     |     |     |     |     |     |
| Deposits Received       |     |     |     |     |     |     |     |     |     |     |     |     |
| Other                   |     |     |     |     |     |     |     |     |     |     |     |     |
| <b>Total Unit Sales</b> |     |     |     |     |     |     |     |     |     |     |     |     |





**Unit Prices**

|                         | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Breakfast Food          |     |     |     |     |     |     |     |     |     |     |     |     |
| Breakfast Beverages     |     |     |     |     |     |     |     |     |     |     |     |     |
| Lunch Food              |     |     |     |     |     |     |     |     |     |     |     |     |
| Lunch Beverages         |     |     |     |     |     |     |     |     |     |     |     |     |
| Dinner Food             |     |     |     |     |     |     |     |     |     |     |     |     |
| Dinner Beverages        |     |     |     |     |     |     |     |     |     |     |     |     |
| Bar Sales               |     |     |     |     |     |     |     |     |     |     |     |     |
| Marchandise Sales       |     |     |     |     |     |     |     |     |     |     |     |     |
| Gift Cards              |     |     |     |     |     |     |     |     |     |     |     |     |
| Events Sales            |     |     |     |     |     |     |     |     |     |     |     |     |
| Deposits Received       |     |     |     |     |     |     |     |     |     |     |     |     |
| Other                   |     |     |     |     |     |     |     |     |     |     |     |     |
| <b>Total Unit Sales</b> |     |     |     |     |     |     |     |     |     |     |     |     |



# Step 12

## Outline your weekly cash flow

| <b>Cash Receipts</b>                    | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 | Week 9 | Week 10 | Week 11 | Week 12 |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|
| F&B Sales                               |        |        |        |        |        |        |        |        |        |         |         |         |
| Merchandise Sales                       |        |        |        |        |        |        |        |        |        |         |         |         |
| Event Sales                             |        |        |        |        |        |        |        |        |        |         |         |         |
| Gift Cards Sold                         |        |        |        |        |        |        |        |        |        |         |         |         |
| Deposits Paid                           |        |        |        |        |        |        |        |        |        |         |         |         |
| Miscellaneous                           |        |        |        |        |        |        |        |        |        |         |         |         |
| <b>Total Cash Receipts</b>              |        |        |        |        |        |        |        |        |        |         |         |         |
| <b>Beginning Balance &amp; Receipts</b> |        |        |        |        |        |        |        |        |        |         |         |         |





**Cash Outflows**

Week 1   Week 2   Week 3   Week 4   Week 5   Week 6   Week 7   Week 8   Week 9   Week 10   Week 11   Week 12

Supplier/Vendor

|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|

Payroll

|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|

Rent / Mortgage

|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|

Utilities

|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|

Leasing Loans

|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|

Other Loans

|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|

Insurance

|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|

Tax

|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|

Miscellaneous

|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|

**Total Cash Outflows**

|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|

**Ending Cash Balance**

|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|





# Step 13

List your preferred suppliers

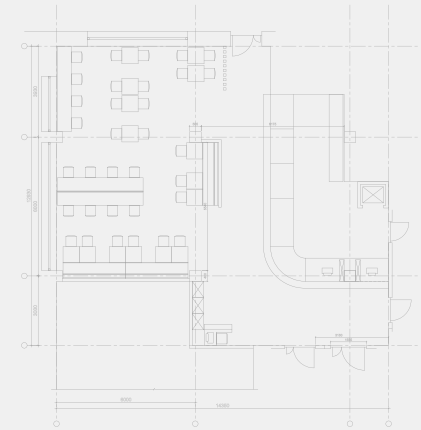
| Product | Name | Address | Email | Tel | Notes |
|---------|------|---------|-------|-----|-------|
|         |      |         |       |     |       |
|         |      |         |       |     |       |
|         |      |         |       |     |       |
|         |      |         |       |     |       |
|         |      |         |       |     |       |



# Step 14

## Consider and reconsider your floor plan

Draw your floor plan. Include doors, windows, takeout hatch, restrooms, the kitchen, entrance/waiting area, staff room, staff storage area, outdoor dining, the bar, tables and chairs

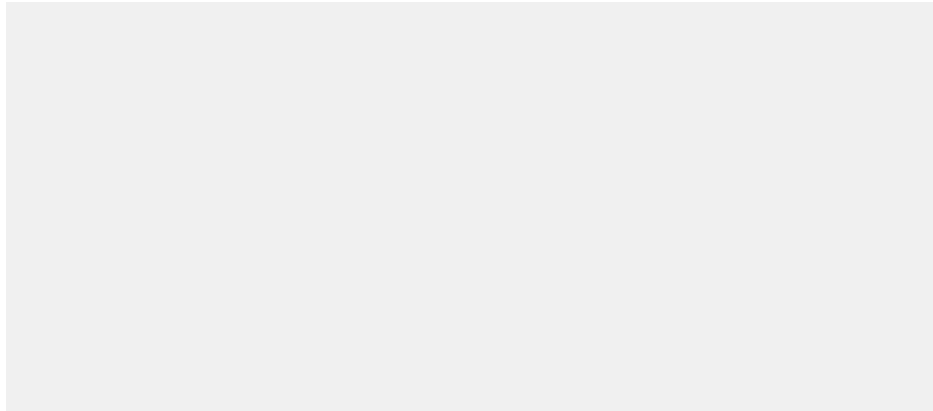


# Step 15

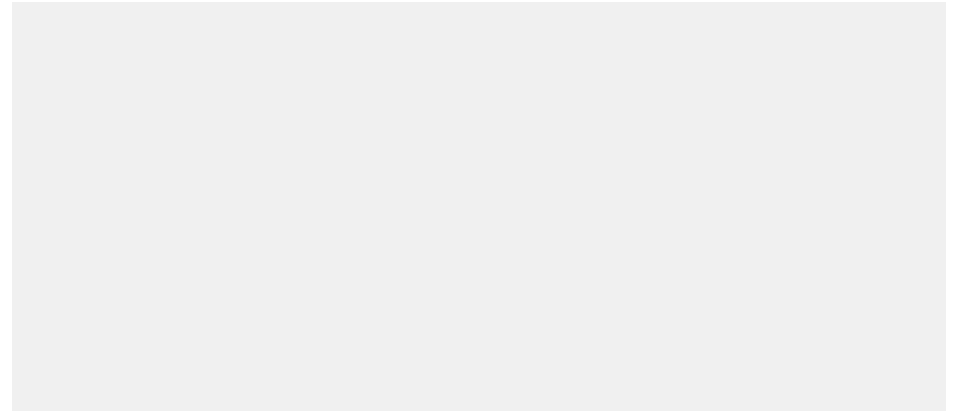
## Organise your restaurant staffing

Draft up roles and responsibilities

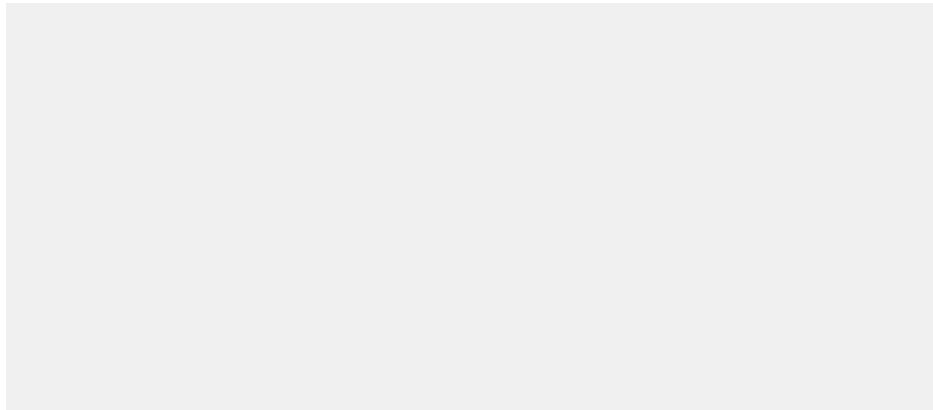
Front of house



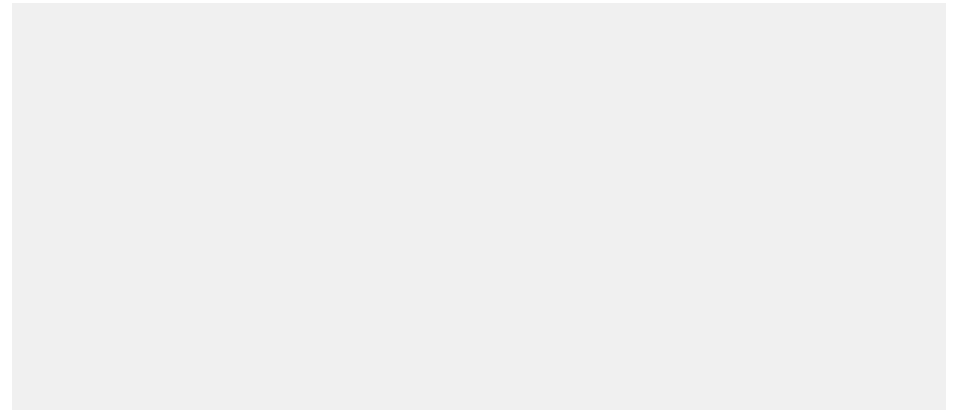
Back of house



Manager



Delivery person



# Step 16

Collate your staff contact details

| Name | Tel | Email | Role | Notes |
|------|-----|-------|------|-------|
|      |     |       |      |       |
|      |     |       |      |       |
|      |     |       |      |       |
|      |     |       |      |       |
|      |     |       |      |       |
|      |     |       |      |       |



# Step 17

## Document your external advisor details

| Name | Tel | Email | Role | Notes |
|------|-----|-------|------|-------|
|      |     |       |      |       |
|      |     |       |      |       |
|      |     |       |      |       |
|      |     |       |      |       |
|      |     |       |      |       |
|      |     |       |      |       |



# Step 18

Create a guest list for your soft opening

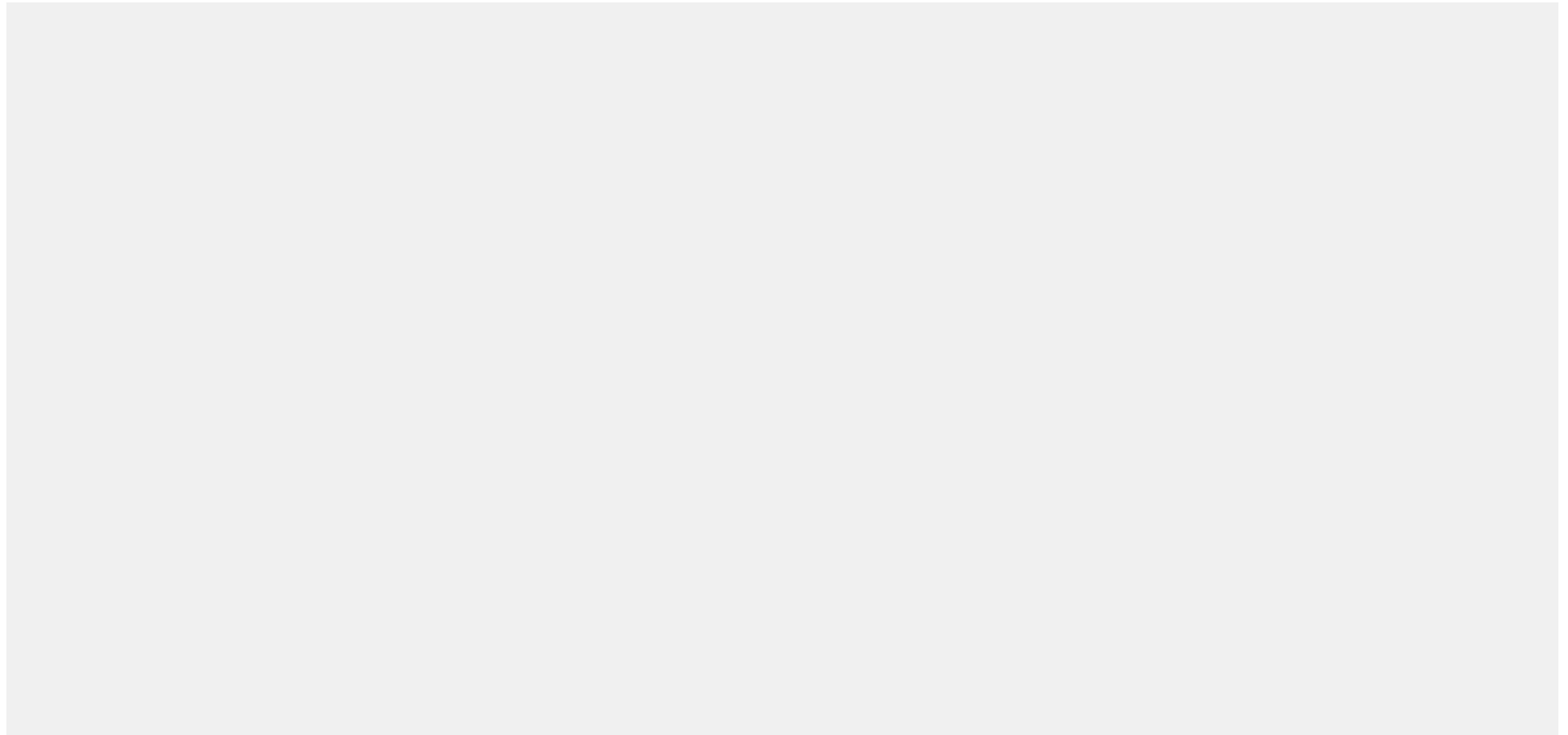
| Name | Relationship | Email | Tel | Social Channels |
|------|--------------|-------|-----|-----------------|
|      |              |       |     |                 |
|      |              |       |     |                 |
|      |              |       |     |                 |
|      |              |       |     |                 |
|      |              |       |     |                 |
|      |              |       |     |                 |



# Step 19

## Now, write your executive summary

Include the name and address of the business, outline your offering and USP, list customers and how much revenue you will generate



# And that's it!

Setting up your own restaurant is highly-commendable and we hope that this workbook has helped you get a clearer vision of what your business will look and feel like.

If you'd like to learn more about Flipdish technology, including our online ordering system, app, POS integrations, table ordering and self-service kiosks, contact us today.

<https://www.flipdish.com/sign-up/>

