



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, 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 grey bars.


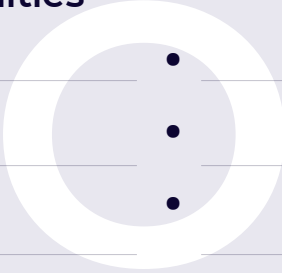
What is the supporting data?

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



Step 2

Identify your strengths and weaknesses

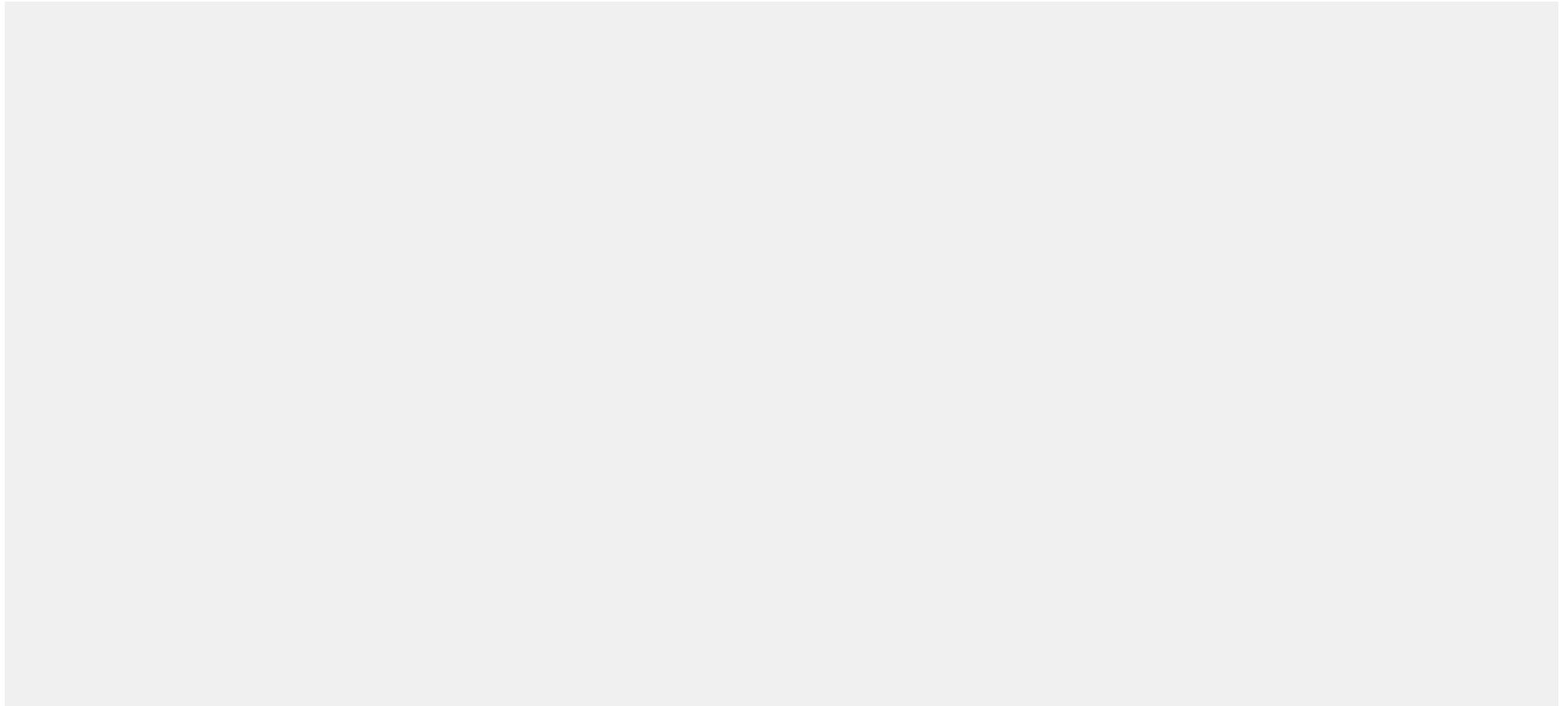
SWOT Matrix		Helpful (for your objective)	Harmful (for your objective)
Internal (within organisation)	Strengths  <ul style="list-style-type: none">• _____• _____• _____	Weaknesses  <ul style="list-style-type: none">• _____• _____• _____	
External (outside organisation)	Opportunities  <ul style="list-style-type: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



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 shows a central dark blue circle with the word "PESTLE" in white. Surrounding this central circle are six rounded rectangular boxes, each representing a category: Political, Economic, Social, Technological, Legal, and Environmental. Each box is positioned at the top of a vertical column of horizontal lines, intended for users to list relevant context for that category.

Political

Economic

Social

Technological

PESTLE








Legal

Environmental



Step 5

Secure your social media accounts and list them below

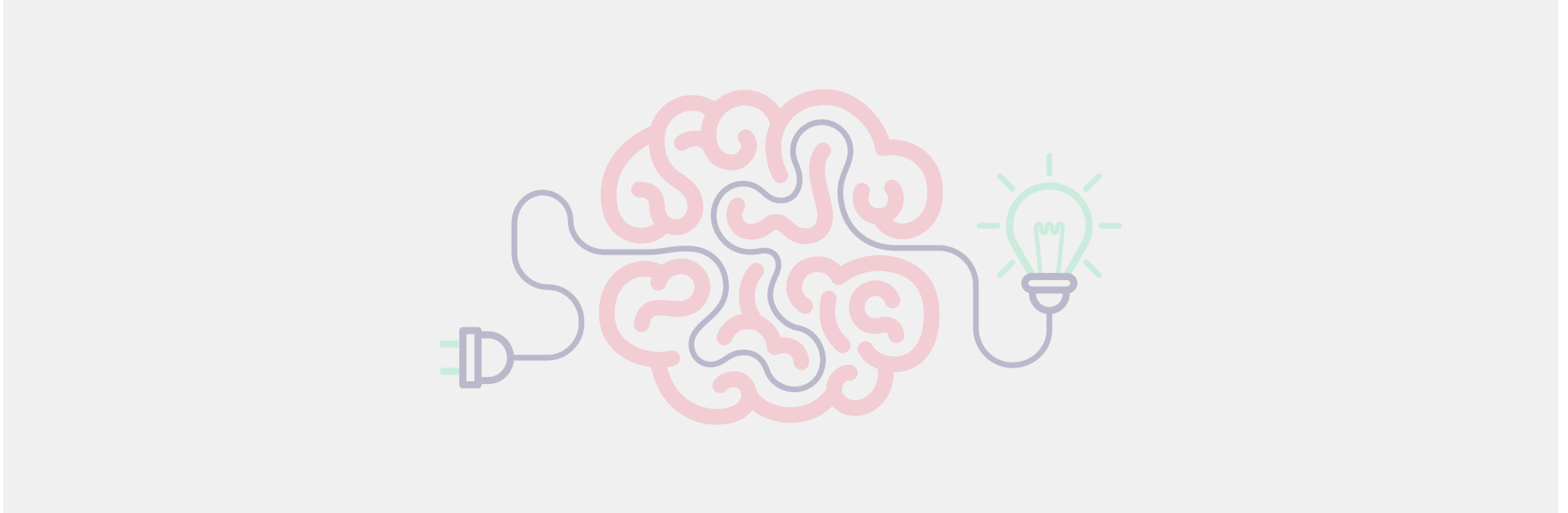
	Handle	Email	Password
	<input type="text"/>	<input type="text"/>	<input type="text"/>
	<input type="text"/>	<input type="text"/>	<input type="text"/>
	<input type="text"/>	<input type="text"/>	<input type="text"/>
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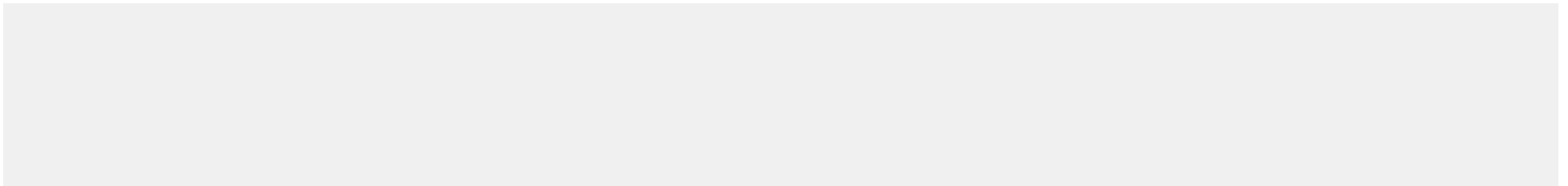
Step 6

Look at the big picture

Brainstorm and define your vision statement



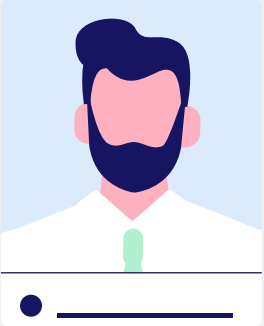
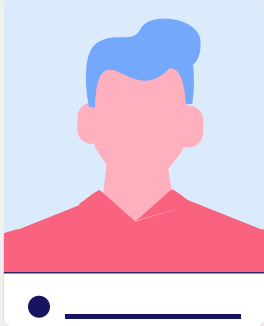
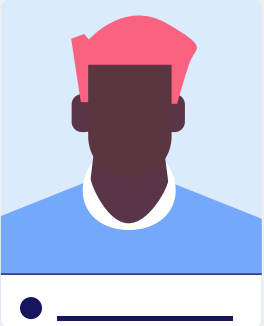
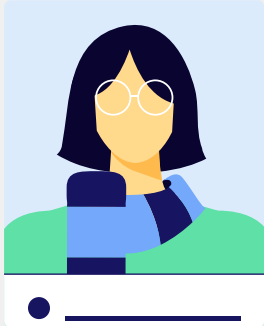
Distill your vision statement down to a sentence or two



Step 7

Define your target market

Create marketing personas

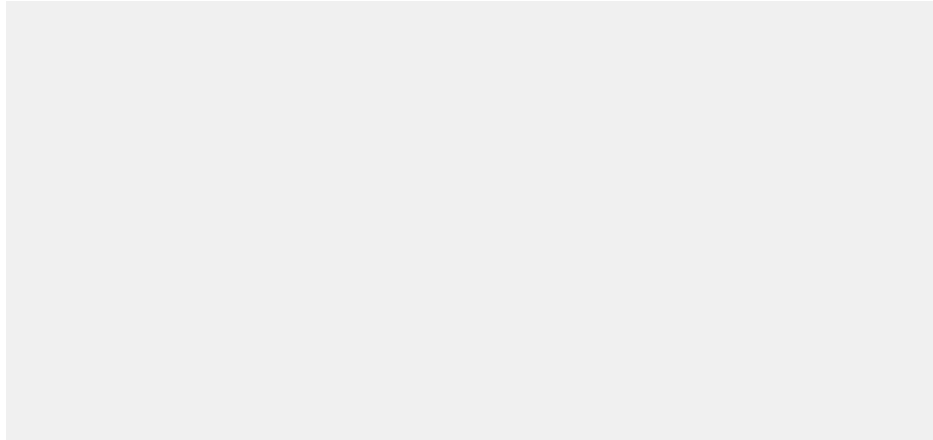
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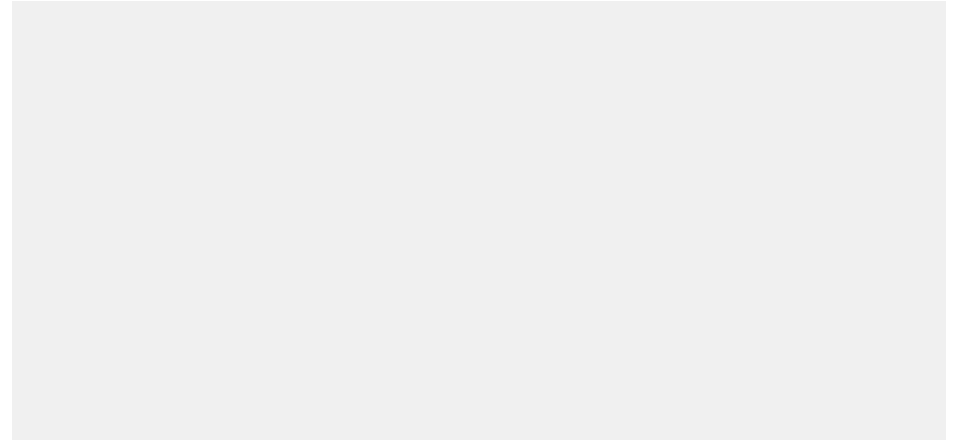
Step 8

Refine your product marketing

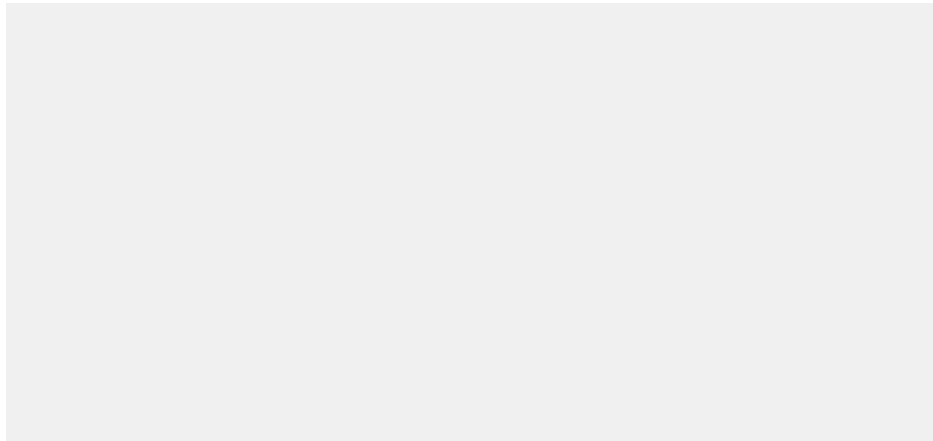
What products and services will you offer?



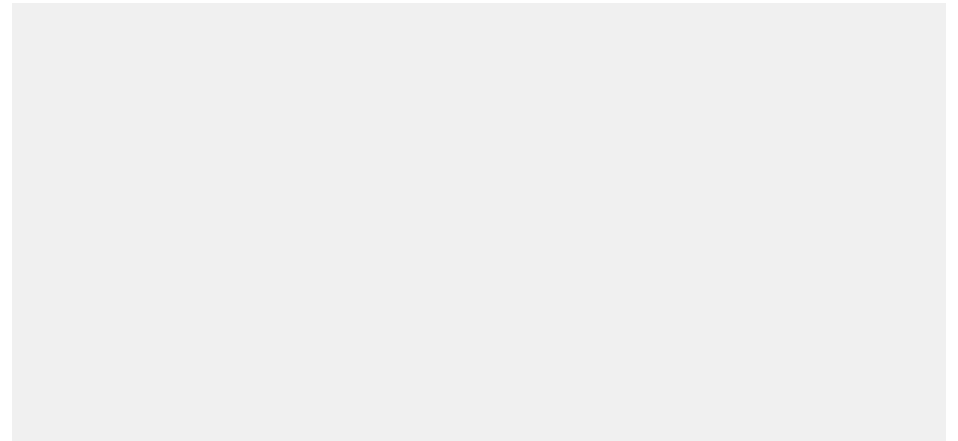
What need will they meet?



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

Unit Sales	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												
Total Unit Sales												





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												
Total Unit Sales												



Step 12

Outline your weekly cash flow

Cash Receipts	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												
Total Cash Receipts												
Beginning Balance & Receipts												





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

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Rent / Mortgage

--	--	--	--	--	--	--	--	--	--	--	--	--

Utilities

--	--	--	--	--	--	--	--	--	--	--	--	--

Leasing Loans

--	--	--	--	--	--	--	--	--	--	--	--	--

Other Loans

--	--	--	--	--	--	--	--	--	--	--	--	--

Insurance

--	--	--	--	--	--	--	--	--	--	--	--	--

Tax

--	--	--	--	--	--	--	--	--	--	--	--	--

Miscellaneous

--	--	--	--	--	--	--	--	--	--	--	--	--

Total Cash Outflows

--	--	--	--	--	--	--	--	--	--	--	--	--

Ending Cash Balance

--	--	--	--	--	--	--	--	--	--	--	--	--



Step 13

List your preferred suppliers

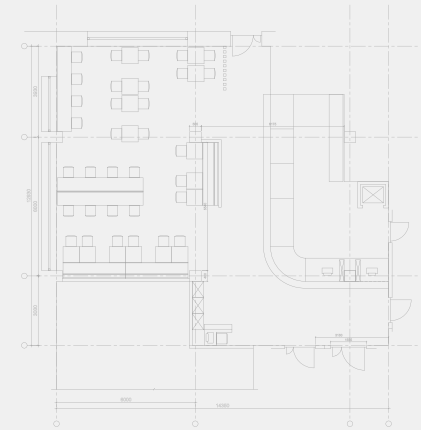
Product	Name	Address	Email	Tel	Notes



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

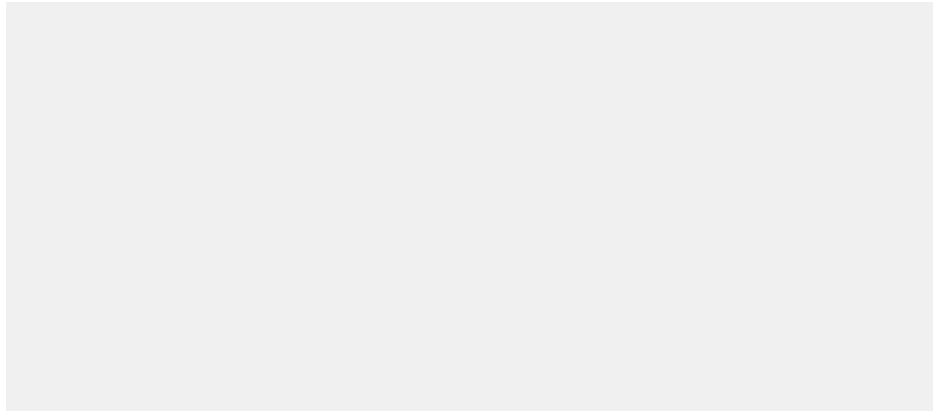


Step 15

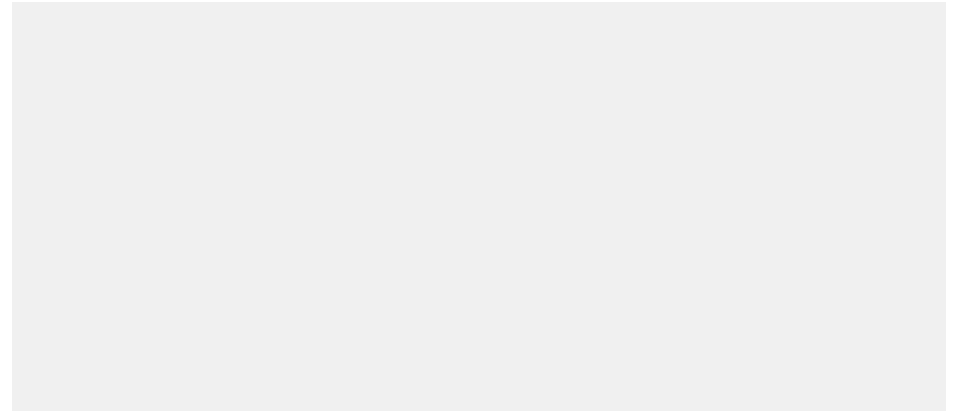
Organise your restaurant staffing

Draft up roles and responsibilities

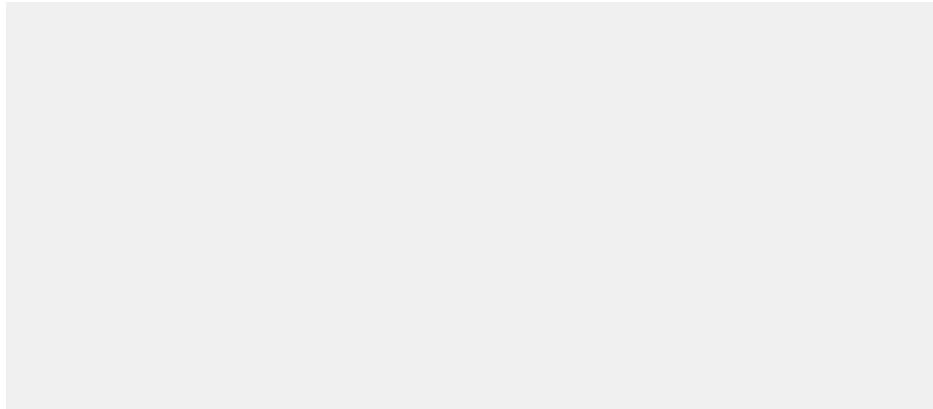
Front of house



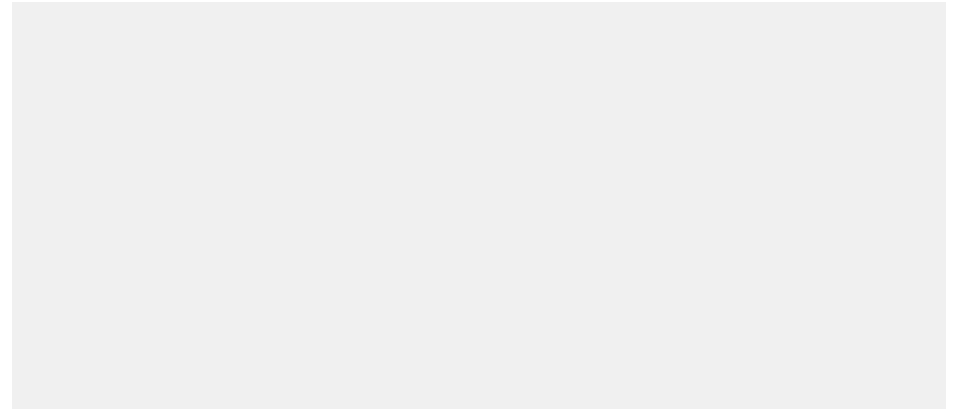
Back of house



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

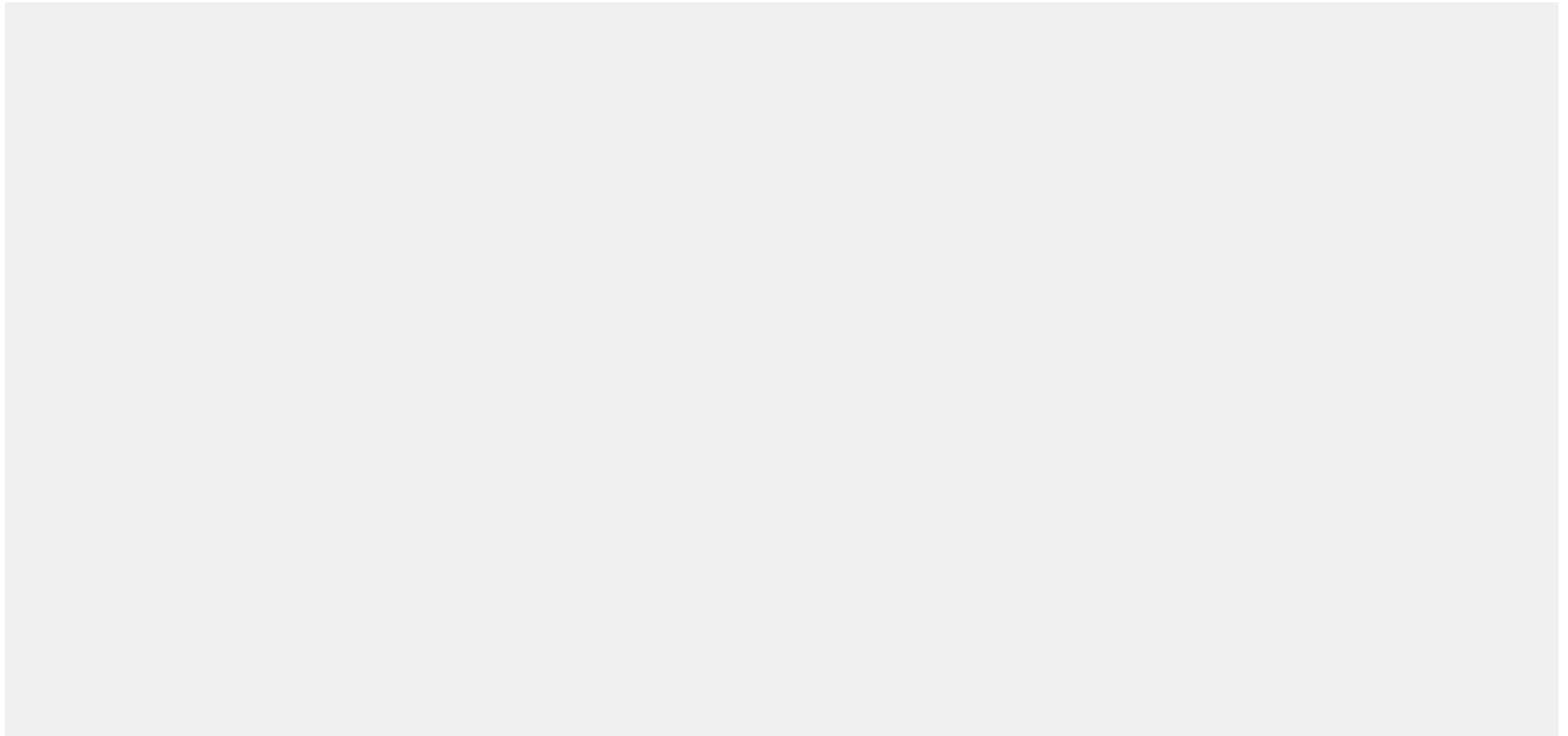
Name	Relationship	Email	Tel	Social Channels



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/>

