

Small Restaurant Business Plan

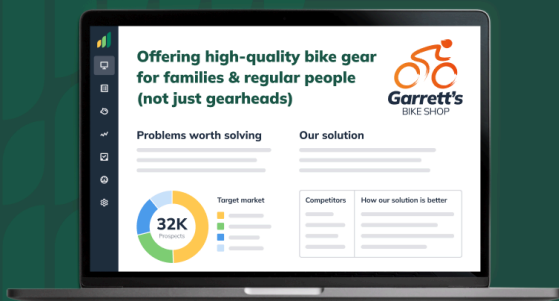
How to Use This Template

Edit this Google Doc version directly to fit your needs. **This copy is yours.**

This template is a simplified sample plan. It's a good way to get started, but as you know, every business is unique, and your business plan should reflect that. Use this sample plan as the starting point to [write your business plan](#) and customize it to reflect your unique business.

What makes this sample plan unique?

- **Pro tips (noted in green)** are based on our experience helping over a million business owners write their business plans. Consider these tips as you create your own plan.
- Writing your business plan is just one step in achieving your broader business goal. At the end of this sample plan, you'll find **next steps to help you achieve your goal faster**.
- Because you downloaded this sample business plan—you get access to an [exclusive offer for 50% off your first month of LivePlan](#), the #1 rated business plan builder, which can be found throughout this template.



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Business Plan

Prepared [date]

Contact Information

Jane Smith
jane@yourcompany.com
111.222.333
yourcompany.com
1234 Main St.
Anywhere, OR 12345

Value Proposition

★ **Pro tip:** Not sure if your business idea will work? Create a quick one-page plan in 30 minutes with [LivePlan's AI-Powered Assistant](#).

Bistro Locale offers an intimate and authentic dining experience by serving fresh, seasonal dishes inspired by local flavors and ingredients. With its warm, inviting atmosphere and exceptional customer service, it provides a unique destination for food lovers seeking a local, high-quality dining experience.

The Problem

★ **Pro tip:** Stuck staring at a blank page? Overcome writer's block with [LivePlan Assistant's Help Me Write feature](#). Simply input your ideas (or start from scratch) and let AI help transform them into professional business plan content that you can then customize to match your vision.

Many restaurants offer generic, mass-market menus, lacking the charm, authenticity, and personal touch that discerning diners seek. There's a need for a dining destination that offers a menu deeply rooted in the local culinary culture, showcasing the region's finest ingredients.

The Solution

Bistro Locale fills this gap by offering a rotating menu based on the seasons and local produce availability. With dishes prepared with passion and attention to detail, the restaurant provides a unique dining experience that supports local farmers and celebrates the community's culinary heritage.

Target Market

The primary target market includes local residents who appreciate high-quality, locally-sourced food, as well as tourists seeking an authentic regional dining experience. The secondary market includes local businesses looking for catering services for corporate events or meetings.

Competitors & Differentiation

★ **Pro tip:** Enhance your competitive analysis by using [LivePlan's industry benchmarks](#) to identify where your business can outperform market averages.

Current Alternatives

- Chain restaurants
- Other local independent restaurants
- Fast-food restaurants
- Food delivery services

Why Us?

Bistro Locale differentiates itself by emphasizing local produce and seasonal menus, offering diners an authentic, high-quality dining experience that truly represents the region's culinary heritage. The restaurant's intimate atmosphere and top-notch customer service also contribute to a unique and memorable dining experience.

Funding Needs

The initial investment for property lease, kitchen equipment, renovation, inventory, and working capital is estimated at \$200,000.

Sales Channels

- Bistro Locale physical location
- Online reservations via the restaurant website
- Food delivery apps for takeout orders
- Catering services

Marketing Activities

- Social Media Campaigns
- Local SEO and Content Marketing
- Collaborations with Local Farms and Businesses
- Email Marketing and Special Promotions
- Participating in Local Food Festivals and Events

Financial Projections

★ **Pro tip:** Make your financial forecasts more credible by explaining key assumptions beneath each financial table. Investors want to understand the logic behind your numbers.

Revenue

Year	Revenue
2023	\$250,000
2024	\$280,000
2025	\$315,000

Expenses/Costs

Year	Expenses/Costs
2023	\$180,000
2024	\$195,000
2025	\$210,000

Profit

Year	Profit
2023	\$70,000
2024	\$85,000
2025	\$105,000

Milestones

★ **Pro tip:** Not sure what milestones to track? Our [video guide](#) shows you which ones matter most.

Date	Milestone
June 1, 2023	Obtain necessary permits and licenses
August 1, 2023	Complete renovations and set up
September 1, 2023	Launch website and social media accounts
October 1, 2023	Open for business
January 1, 2024	Start offering catering services
June 1, 2024	Achieve consistent monthly profitability
September 1, 2024	Participate in the local food festival

Projected cash

\$200K

\$150K

\$100K

\$50K

\$0

About "Calzones"

Constant Price

Varying prices

\$30

Say goodbye to spreadsheets

No more number crunching. Simple inputs become investor-ready charts and projections.

Skip the Spreadsheet Struggle - 50% Off

Team and Key Roles

★ **Pro tip:** Let [LivePlan's step-by-step guidance](#) do the heavy lifting - instead of staring at a blank page, simply answer the prompted questions and watch your professional business plan take shape.

Owner/Operator

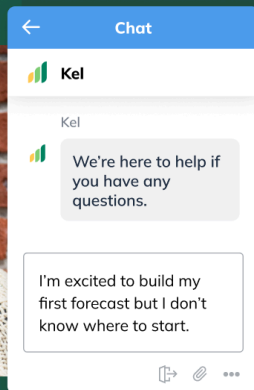
Responsible for overseeing the daily operations of Bistro Locale, including menu planning, inventory management, and staff training.

Chef

Oversees kitchen operations, ensures food safety practices, manages kitchen staff, and collaborates on menu development.

Front-of-House Manager

Manages the customer service aspect, oversees front-of-house staff, ensures a clean and welcoming environment, and handles customer complaints and feedback.



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Partnerships & Resources

★ **Pro tip:** Save time with [LivePlan's SBA-approved structure](#) - we've already organized every section exactly how lenders expect to see them, increasing your chances of loan approval.

The purpose of these partnerships is to build a successful restaurant business that delivers quality and value to its customers while supporting the local economy and community.

Local Farmers and Food Suppliers

Partner with local farms and food suppliers to source fresh, high-quality ingredients and support local economic development.

Food Delivery Apps

Collaborate with popular food delivery apps to offer delivery services, making it easier for customers to enjoy Bistro Locale's meals from the comfort of their homes or offices.

Community Organizations

Engage with local community organizations to host charity events, fundraisers, and community gatherings, positioning Bistro Locale as a community-conscious business.

Local Businesses

Develop partnerships for catering services, offering special rates and deals to encourage local businesses to use our services for their events and meetings.

Wine and Beverage Suppliers

Collaborate with local wineries and beverage suppliers to offer a diverse selection of regional wines and drinks that pair well with the menu and highlight local products.

Through these partnerships, Bistro Locale can effectively integrate into the local community, promote sustainable and local sourcing, and contribute to the local economy, while providing an authentic and high-quality dining experience to customers.

Next Steps:

Applying for funding?

You'll want to be sure your pitch and finished plan are well thought through and accurate. LivePlan's step-by-step guidance, automated financials, and visual charts and graphs will help you write a business plan that'll maximize your chances of securing funding in a format lenders and investors will expect to see. [Learn more](#)

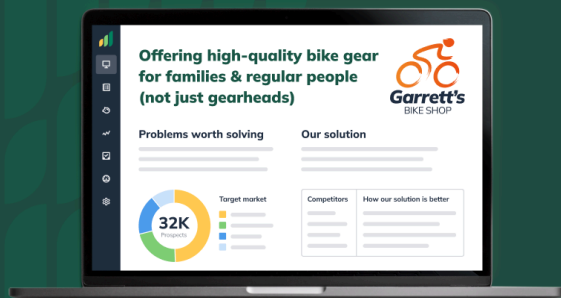
Validating a business idea?

You likely don't have any historical data yet, so you'll want to be sure you've put some serious thought into all the factors going into your plan and forecast. Ensure that you've thoroughly thought through your target market and the problem you're solving as well as your business model and financials. LivePlan will help you forecast your revenue to see if your idea is financially sound and provide competitor benchmarks for the ultimate reality check. [Learn more](#)

Growing your business?

You'll want to compare your forecast to your actual business performance (plan vs. actuals). Doing so will help you spot where your forecast was accurate (or off) and determine opportunities for growth. LivePlan's Dashboard easily connects with Quickbooks or Xero to give you a detailed look at how your revenue measures up to projections, so you can make informed business decisions. [Learn more](#)

★ **Pro Tip:** If you haven't already done so - be sure to go back and finish the Executive Summary (which we recommended you save for last).



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