

## Tips and Guidelines: Using the Restaurant Business Plan Template

Congratulations on downloading the Restaurant Business Plan by RestaurantOwner.com. This template has been prepared to help make the job of narrating your restaurant business plan easier. The template is intended as a starting point to preparing a basic, but comprehensive restaurant business plan. We encourage you to substitute or replace the text as needed to make your presentation unique. Make a copy of the template and save the original, unedited template in case you need it for reference or to create another restaurant business plan.

We have attempted to incorporate the necessary elements of a sound restaurant business plan and organize them into a simple presentation that can be easily understood by investors, bankers and others. We have also attempted to include as much general text as is feasible to reduce the amount of creativity and data entry necessary to complete the plan template.

The objective of our efforts was to provide a document that not only contains a basic business plan outline, but one that is enhanced with actual text you can use, accompanied by suggestive text and built-in instructions.

The following describes the various enhancements, their purpose, and how each should be used during the preparation of your business plan:

**Built-in Instructions.** Each section of the restaurant business plan begins with a set of built-in instructions we call a *Summary Overview*. The Summary Overview provides a short description of the information that should be included in the section. These instructions should be used as a reference only and then deleted upon completion of the section.

Summary Overviews are identified by the {} brackets that surround it, the italics of the text, and the green color of the text. Example: *{SUMMARY OVERVIEW: Summary overviews for each section appear like this.}*

The Summary Overview may also contain links to helpful documents found on the RestaurantOwner.com website as well as other resources that are helpful in preparing a restaurant business plan. Example: *{Related Links: [Join RestaurantOwner.com Today!](#)}*

Finally, the Summary Overview ends with a reminder to delete all the text contained in the Summary Overview. Example: *{This summary overview should be deleted from your working copy after you have completed the text in this section.}*



**Replaceable Text.** The template also offers search and replace text, suggested text or ideas, and fill in the blank text to assist you in wording your plan. The suggestive text should be replaced with your own wording, including and omitting information as needed. The plan is intended for easy editing using Microsoft Word® or other word processor capable of opening and editing a rich text format document.

Suggested text or ideas, search and replace text, and fill in the blank text are marked by the use of [] brackets that surround the text. The text within these brackets, and the brackets should be replaced by appropriate wording to complete the sentence. Since you are editing the document, be sure to check the final product for grammatical and punctuation errors as well as proper use of fonts and styles. Also, review the final product to confirm the wording used is understandable, descriptive, and has proper sentence structure.

**Examples.** The following examples illustrate the various methods used to identify suggested text and ideas, search and replace text, and fill in the blank text:

- ✓ **Search and Replace Text:** [Name of restaurant] - This text and the brackets is intended to be replaced by using the search and replace function of your word processing software. Example: Search [Name of restaurant] and replace with 'Blue Water Grill'.
- ✓ **Suggestive Text, Ideas, Instructions, or Examples:** [casual-theme; fine dining; quick service; buffet; cafeteria; etc.] - This type of text is intended to offer a selection of possible wording to be used. Replace this type of text, including the brackets, with your own words. It is also used to give instructions or provide examples.
- ✓ **Fill in the Blank Text:** [minimum square footage] – This type of text, including the brackets, should be replaced by the actual number or information that describes your unique specifications.

We hope you will find this template easy to use and of great time savings to you. Please feel free to express your opinions and suggestions on the forum or email us at [info@RestaurantOwner.com](mailto:info@RestaurantOwner.com).

## **Download Resources-**

[The Restaurant Business Plan Template](#)

[How to Prepare a Restaurant Business Plan-Financial Section](#)

[Business Plan Financial Model-Tableservice Version](#)

