**How to Write a Business Plan for a Restaurant or Food Business**

The restaurant business is a competitive industry with many variations. Most restaurants and food businesses have a myriad competition that ranges from very small, family owned establishments to large, franchises with many years of experience. The business plan not only serves as a financial tool for your restaurant or food business, it serves as an analytical tool that helps you to set your restaurant business apart from the competition.

**Step 1**

Develop a business description for your restaurant. Begin the description with the name of your food establishment, its address and contact information. Include the name and contact information for each of the restaurant’s owners, along with a brief description of their experience. Provide your restaurant’s legal business description, such as sole proprietor or partnership. Outline your restaurant’s short- and long-term goals, and briefly address the trends and growth patterns within your area’s food industry.

**Step 2**

Describe the managers and employees of your restaurant. Categorize the employees in departments such as kitchen staff, wait staff, human resources. Provide clear details about the functions of each departmental manager. Include the costs of salaries, benefits and training costs within this description. Create an organizational chart to show the flow of responsibility.

**Step 3**

Create a section that describes the operations of your restaurant. Describe the location of your restaurant, along with the furniture and equipment that the restaurant will need to run smoothly. Include items, such as coolers, fryers, refrigerators, and even water purifiers and dishwashers. Include the costs for each and identify if the items will be purchased or leased.

**Step 4**

Finish your operations section by listing the suppliers and vendors your restaurant will use. Identify the products or services that you will purchase from these suppliers, along with the costs of each product, the suppliers’ contact information and details on any established contracts that you have formed. Explain the methods that your restaurant will use to control inventory.

**Step 5**

Research the food industry within your area and identify your food business’ target market. Explain how your business will generate these customers and the costs for each, such as advertisements, commercials and radio ads. Identify the licensing and permit requirements for your restaurant, along with the steps that your business will take to obtain and maintain those requirements.

**Step 6**

Create your restaurant’s menu and include the prices for each item. Include prices for any additional items that might not appear on the menu, such as special sauces or branded T-shirts.

**Step 7**

Complete your restaurant’s marketing section by identifying your restaurant’s competition. Consider food establishment with similar foods to your restaurant, as well as all other food establishments in the area. Define your restaurant’s specialties and explain how your restaurant will stand apart from the competition.

**Step 8**

Create the financial statements for your restaurant. Include a personal financial statement for each of the restaurant’s owners, along with a balance sheet, income statement and cash flow statement for the restaurant. Be realistic with your projections and provide accurate information.

**Step 9**

Create an executive summary for your restaurant’s business plan. Summarize the plan the entire plan in no more than three pages. Briefly introduce the restaurant, its target customers and its competition, and provide a brief explanation as to how your restaurant will attract its customers and counteract its competition.

**Step 10**

Place the summary at the beginning of the business plan. Follow the business plan with an appendix of documents that support the information within the plan, such as your staffing organizational chart, tax returns and bank statements.