

# Restaurant and Bar Business Plan Template

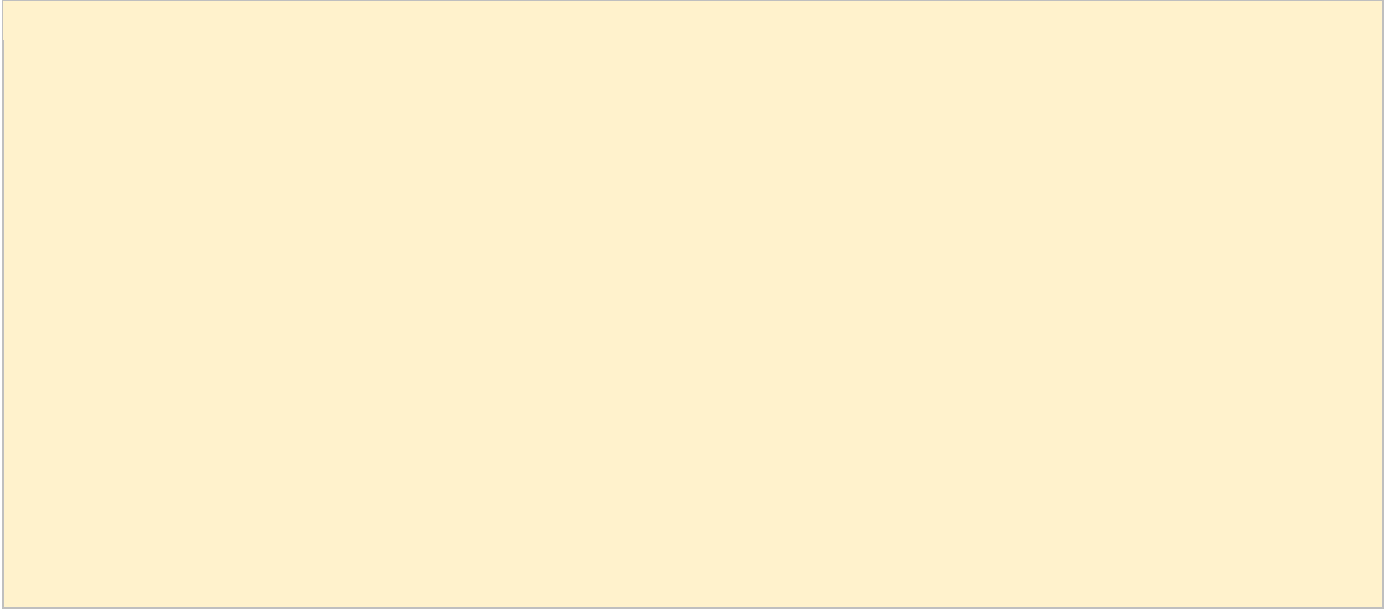


<b>Business Name</b>	
<b>Date Prepared</b>	
<b>Point of Contact</b>	
<b>Contact Information</b>	
<b>Business Address</b>	
<b>Website</b>	
<b>Additional Links</b>	

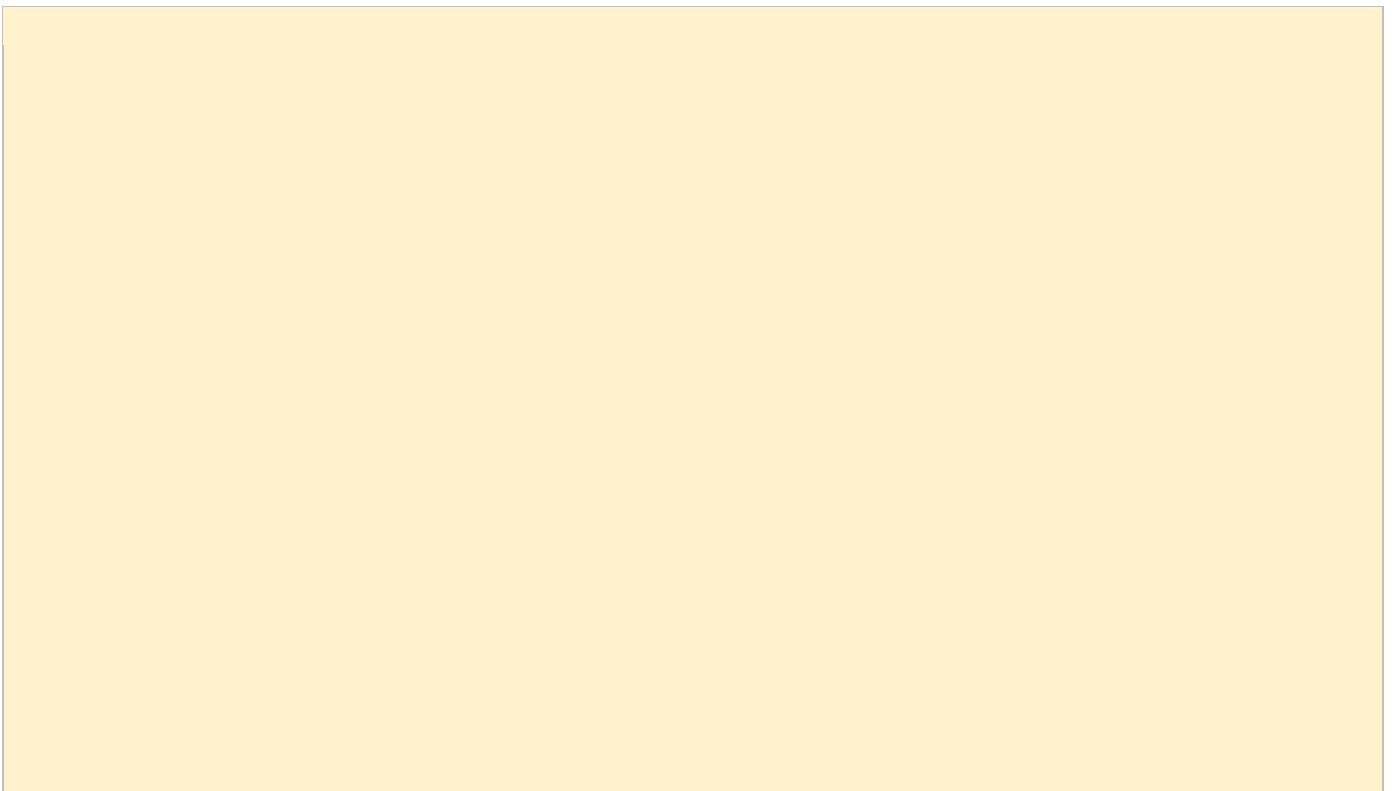
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## Executive Summary

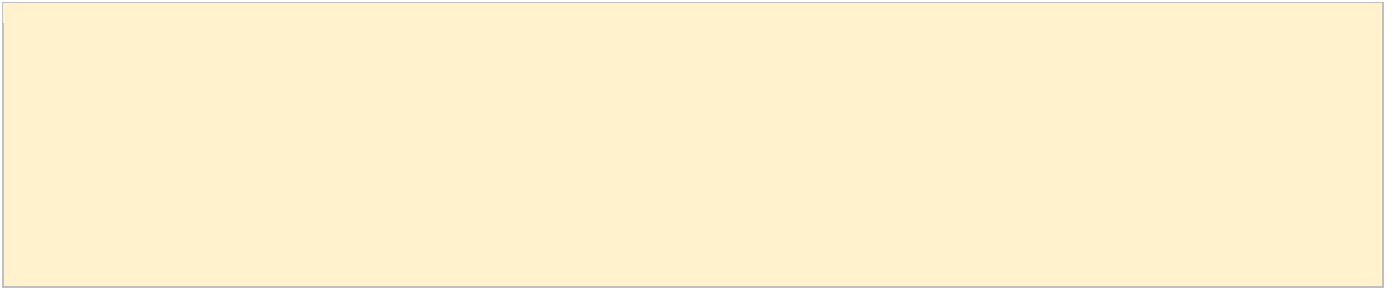


## Restaurant Overview




# Market Analysis

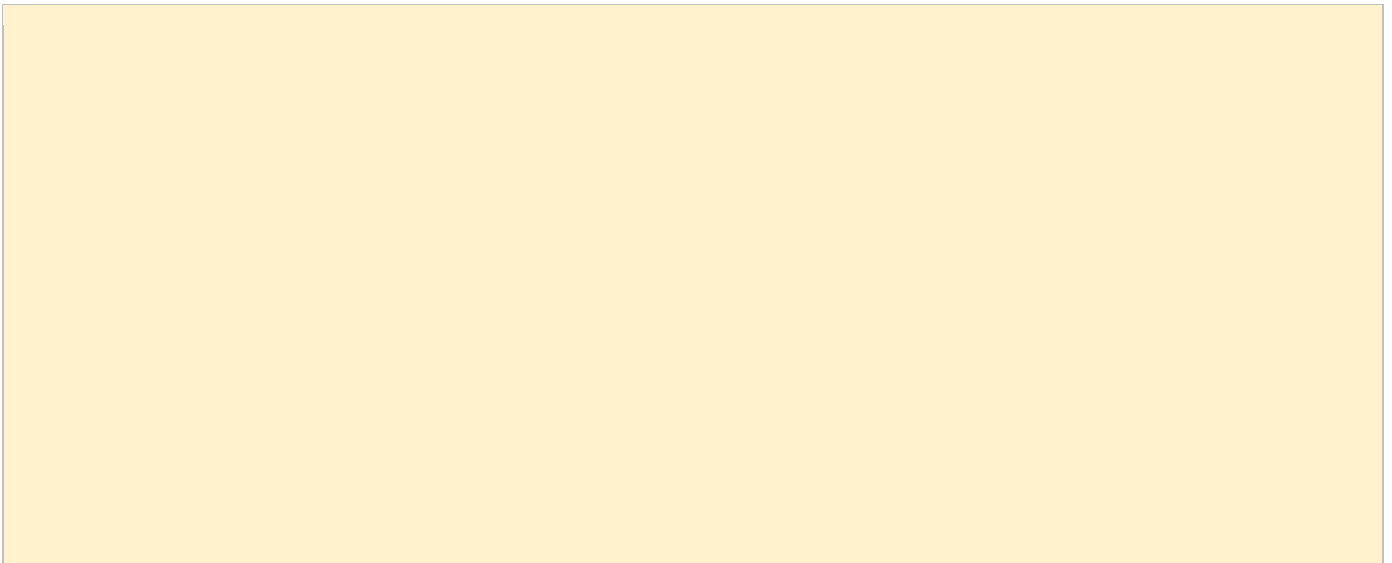
## TARGET MARKET



## LOCATION ANALYSIS

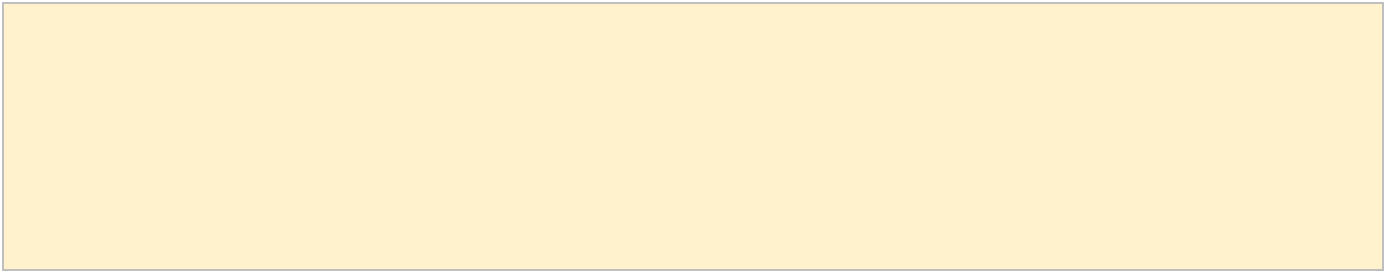


## COMPETITION ANALYSIS

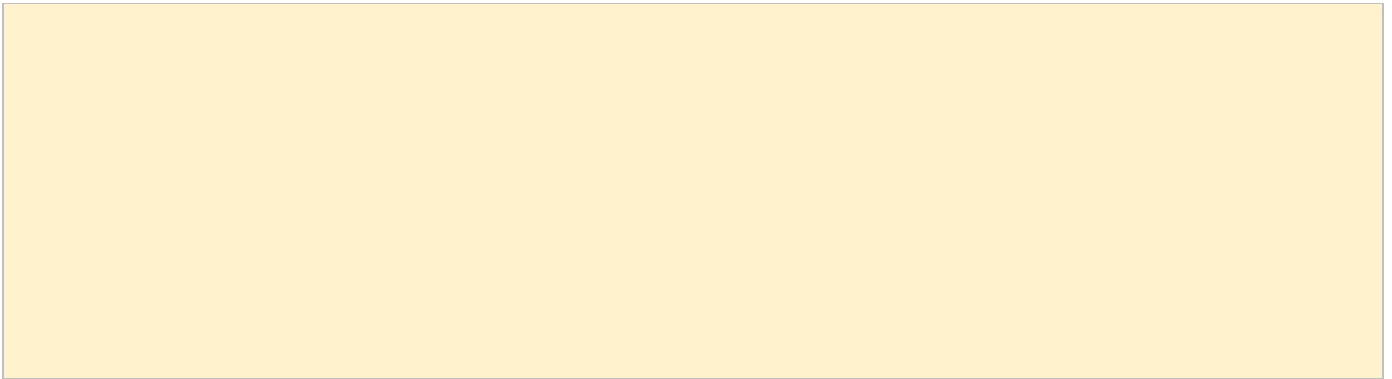


## Menu and Product Line

### OFFERINGS AND PRICING

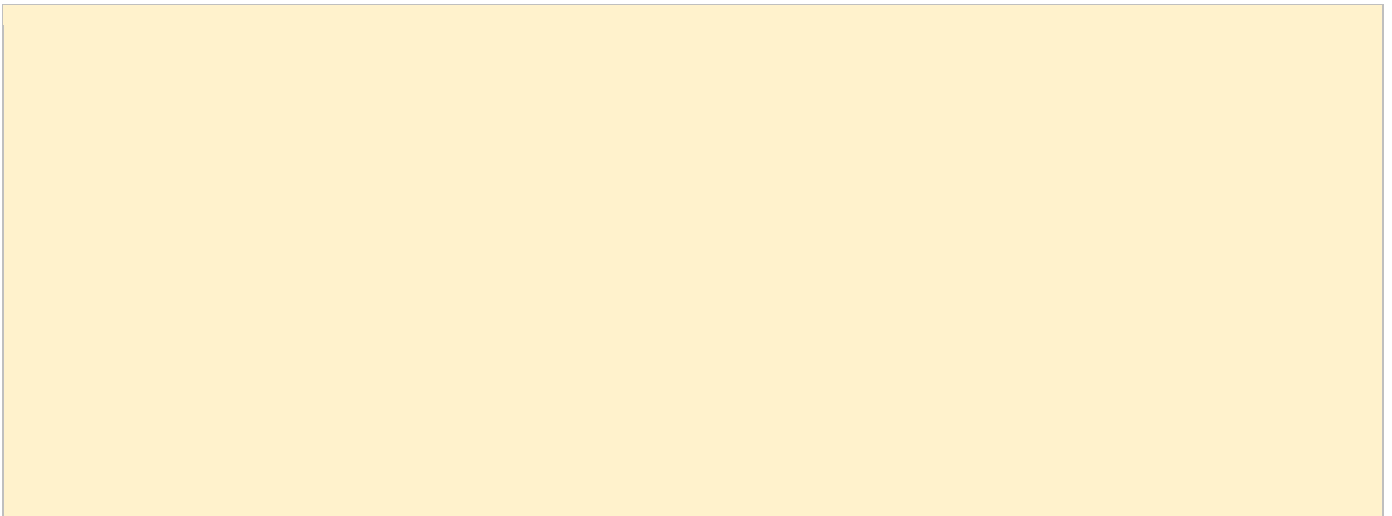


### FOOD, BEVERAGE, AND SPECIALTY COCKTAILS



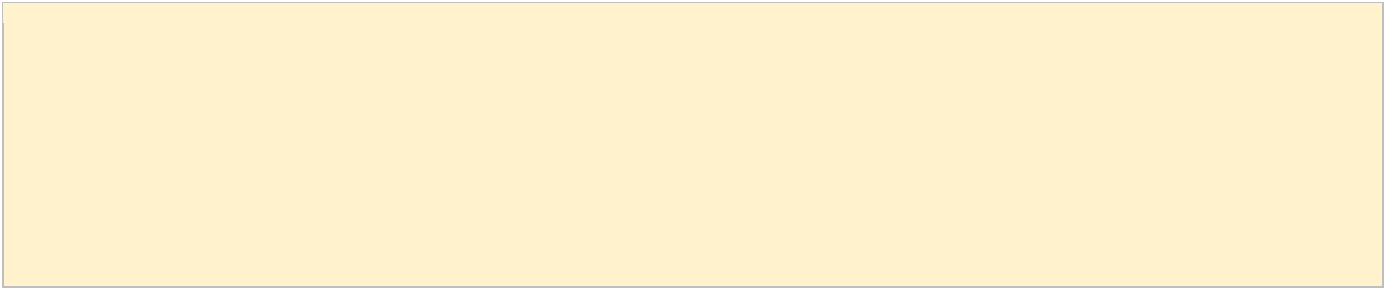
## Marketing Plan and Sales Strategy

### BRANDING AND NIGHTLIFE PROMOTIONS

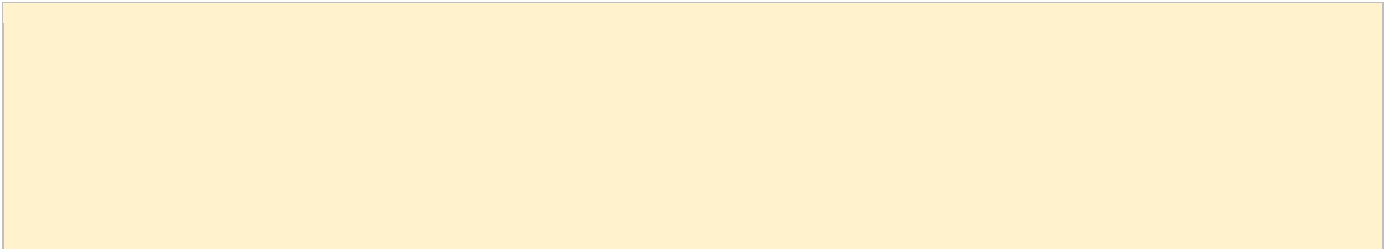


# Operations Plan

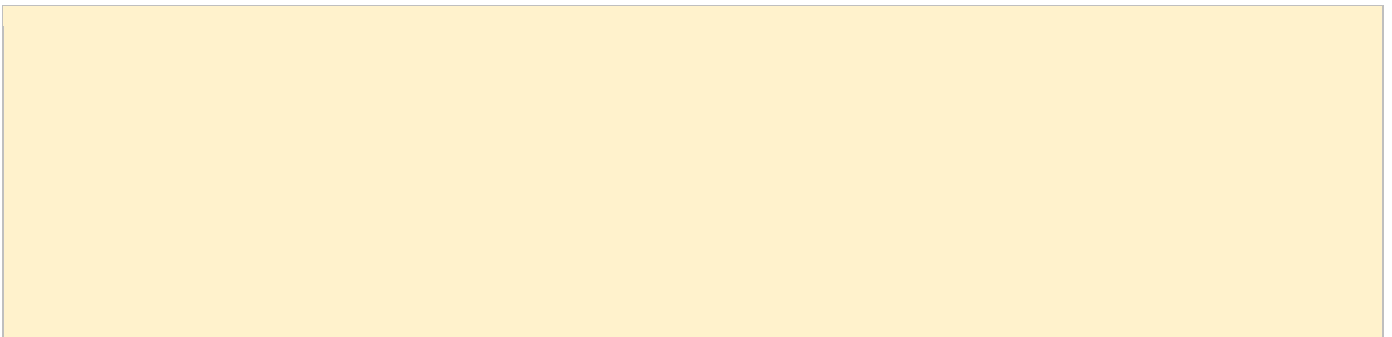
## FOOD AND BAR SERVICE STAFFING



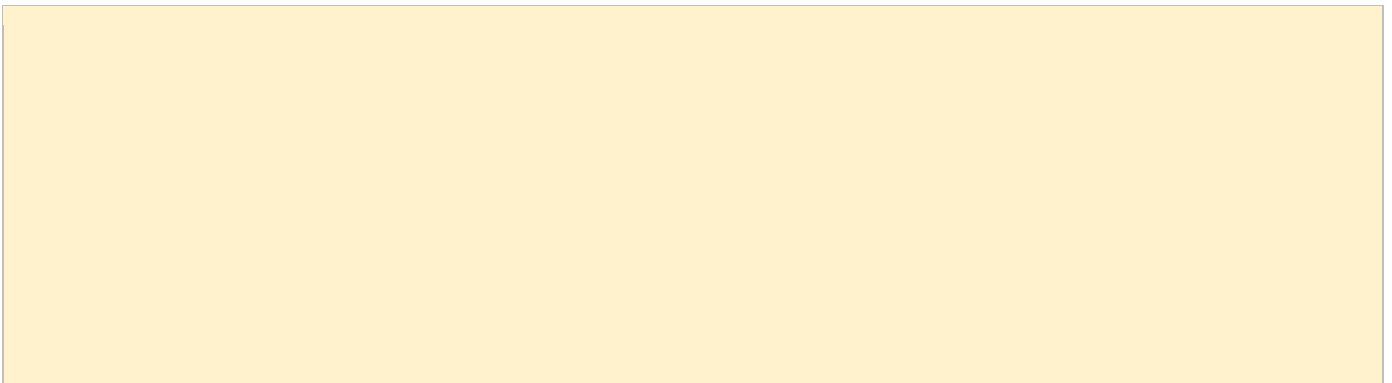
## ALCOHOL LICENSING AND COMPLIANCE



## EVENT PROGRAMMING AND SCHEDULING



## FOOD AND BEVERAGE SUPPLIERS

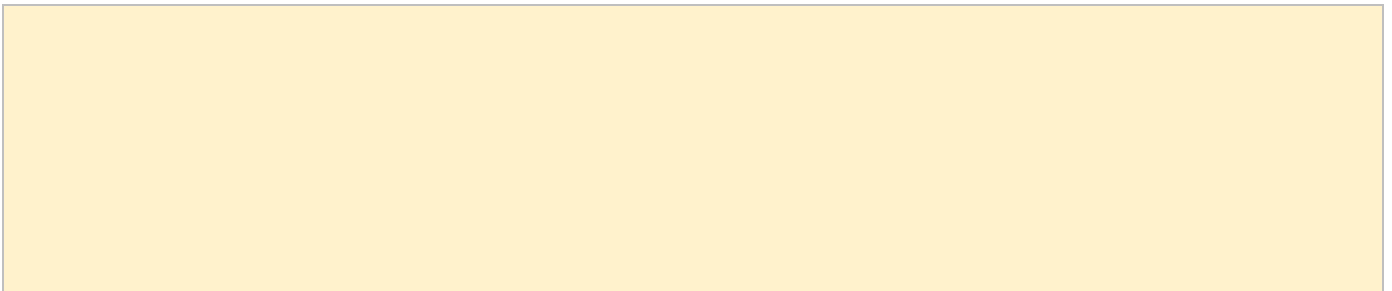


## Management Structure

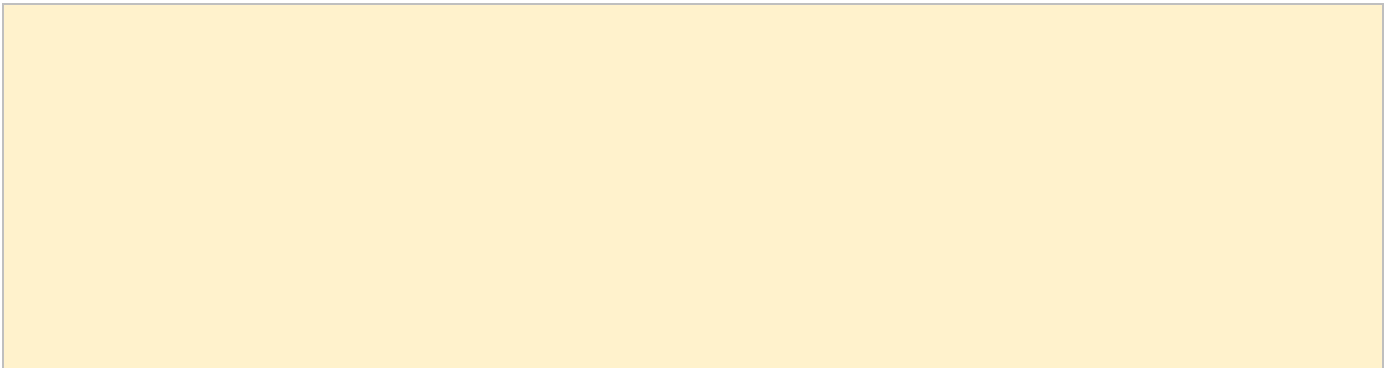


## Financial Plan

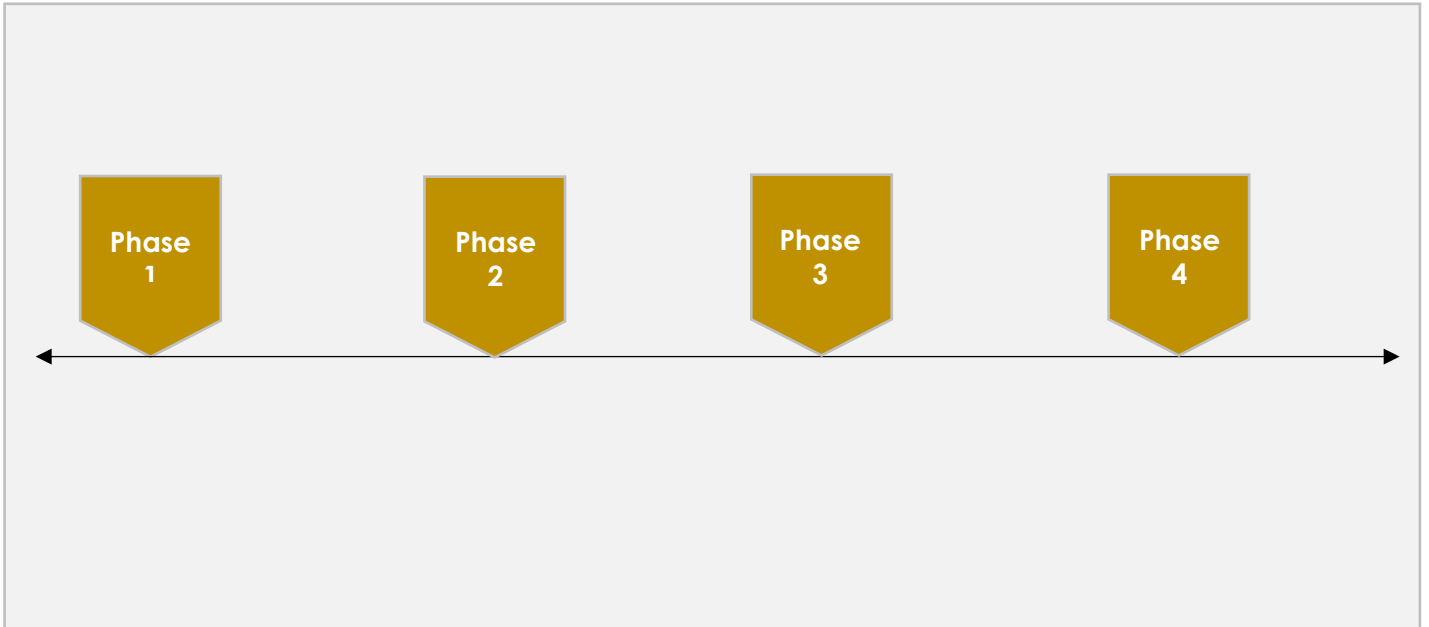
### STARTUP COSTS AND FUNDING NEEDS



### REVENUE FORECASTS FOR COMBINED SERVICES



## Implementation Timeline



## Supporting Documents

Document	Purpose



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