

Restaurant Startup Business Plan Template



Startup Business Plan

Date Prepared	
Contact	
Phone, Email	
Address	
Website, Links	

Executive Summary	
-------------------	--

Restaurant Overview

Market Analysis

Target Market

Location Analysis

Competition Analysis

Menu and Product Line	Offerings and Pricing
	Food and Beverage Options

Marketing Plan and Sales Strategy	
-----------------------------------	--

Startup
Operations Plan

Initial Setup and Renovations

Licensing and Permits

Launch Staffing

Equipment and Supplier Onboarding

Management Structure

Name	Role	Experience / Qualifications

Financial Plan	Startup Costs and Funding Needs
	Revenue Forecasts and Profitability Projections

Implementation Plan		
Phase	Timeframe	Key Activities

Supporting Documents	
Document	Purpose

DISCLAIMER

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.