

# THE RESTAURNT BUSINESS PLAN

Section Details

## COMPANY DESCRIPTION

Organisation  
Location

## BUSINESS CONCEPT

Capitalization  
Investment Analysis  
Source of Funds

## CAPITAL CONTRIBUTIONS

Investment roles  
Growth Plans/ exit Strategy  
Expansion plans  
Investor exit options  
Investor Expansion Options

## FINANCIAL PROJECTIONS

Project Sources and Uses of Cash  
Capital Budget( Start up Cost projections)  
Sales Projections  
Labour Projections  
Detailed Statement of Income and Cash Flow Year 1  
Summary Statement of Income and Cash Flow year 1  
Summary Statement of Income and Cash Flow Years 1-5  
Breakeven Cash Flow Projections

## MARKET ANALYSIS

Industry Assessment  
Target Market  
Location Analysis  
Competitive Analysis

## OPERATIONS OVERVIEW

Opening and Closing times  
Management Team Overview

Staffing

## MANAGEMENT CONTROLS

Training  
Customer Service  
Suppliers

## ADMINISTRATION SYSTEMS

Appendicies

# OPERATIONS MANUAL

Legal Structure  
Site: Lease , Purchase  
Concept Description and Statement  
Sample Menu  
Building Design and Layout

## Business and Financial Mgt

Cash Deposits Procedures and Controls  
Point of Sale Procedures and Controls  
Discount and Comp policy  
Payroll Processing  
Accounts payable  
Weekly Reports  
Chart of Accounts  
Financial Statements  
Insurance

## Marketing Program and Schedule

Overview  
Structure for Customer Data Base  
Frequent Diner Programs  
e-Mail Campaigns  
Direct mail campaigns  
Community/ Charity Involvement  
Building Business Relationships  
In House Marketing  
Public Relations  
Advertising

## Equipment Management

Equipment Maintenance Schedule  
Breakdowns and repairs  
Approved Repair Vendors  
Equipment Replacement Procedure  
New equipment request Procedure

## Facilities management

**Back of House**  
Kitchen and Menu Management  
Recipe Development  
Recipe Costings  
Menu Production  
Station Setup and Closing Procedures  
Breakdown and Cleanup  
Inventory Procedures & Controls  
Product rotation

Breakdown and repairs  
Approved Repair Vendors  
Capital improvement request Procedures

## Human Resources

Structure  
Resumes  
Management agreements  
Confidentiality Agreements

Overview  
Recruitment  
Interviewing  
Employment Application  
Selection and Hiring  
Job description  
Induction  
Staff Manual  
Termination Policy  
Scheduling  
Workplace Health and Safety  
Employee Handbook

**Front of House**  
Service Techniques  
Menu Knowledge & Cooking Techniques  
Basic bar Knowledge  
Basic Wine Knowledge  
Opening Procedures  
Closing Procedures  
Seating Floor Plan  
Handling Complaints  
Server Station Set ups  
Ordering Procedures  
Check Preparation & Presentation  
Check Processing  
Discounts and Gift Certificates  
Closing Procedures

## Menu Development

Menu Engineering  
**Food Safety**

**Safety & Security**  
Safety Management  
Emergency Procedures  
Security Systems  
Security policy and procedures  
Safety Rules  
Workplace Health and safety  
Fire Protection  
First Aid and medical Care

## Clenliness and Sanitation

HACCAP Programs  
Prevention Of Food Borne illness  
Dining Room  
Kitchen  
Cool Room  
Freezer  
Dry Store  
Chemical Management  
Rubbish Area  
Cleaning Checklists

## Purchasing Policies

Product Specification  
Approved Vendors  
Par Levels  
Ordering Procedures  
Receiving Procedures  
Inventory Control  
Physical inventory Procedures

## Receiving Systems

## Storage Requirements

**Bar management**  
Drink Categories  
Wine Information  
Bar Customer Service  
Responsible service of Alcohol  
Perpetual Beverage Inventory  
Par Levels  
Wastage, Spills Complimentary policy and procedure  
Drink Recipes, Preparation, and costings  
Standard Garnish  
Check Prep and Presentation  
Opening Procedures & Closing Procedures

# POLICY & PROCEDURES

Mission Statement  
Company History  
Organizational Chart