

Simple Business Plan Template for a Restaurant Business

Business name: _____

- ☐ I have checked this name is an available domain (on [Jumpstarter.co.nz](https://jumpstarter.co.nz))
- ☐ I have purchased this domain to help secure my business identity



Key partners



Who are the key people or organisations that will help your business succeed?

Who are your suppliers or collaborators? / What resources are they providing? / What activities do they help with? Think: food suppliers, POS systems, staff

Key activities



What important things does your business need to do to deliver value to customers?

What do you do every day to keep the business running? / What do you need to do to attract, retain, and serve customers? Think: food preparation, menu planning, customer service, marketing

Value proposition



What makes your business valuable to customers?

What problems are you solving for them? / Why would they choose you over others? Think: quality, taste, atmosphere, service, value

Key resources



What do you need to make your business work?

What assets are required to create value and deliver it? Think: fit-out, staff, booking systems, inventory

Customer relationships



How do you interact with your customers?

What kind of experience do they expect? / Do you offer personal support, self-service, or community?
Think: table service, loyalty programmes, reservation systems

Channels



How do customers discover and interact with your business?

Where do they hear about you, buy from you, and get support? Think: Google Maps, UberEats, local signage

Customer segments



Who are your customers?

Who are you creating value for? / Are they a broad group or a specific niche? Think: locals, families, professionals, tourists

Cost structure



What are your biggest costs?

What do you spend money on to run the business? Think: rent, food supplies, staff, utilities, marketing
Are you: Cost-driven (low-cost, lean setup)? / Value-driven (premium, focused on experience)?

Revenue streams



How does your business make money?

What do customers pay for? / How do they pay you? Think: dine-in sales, takeaway, catering, delivery apps