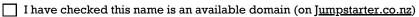
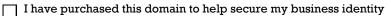
Simple Business Plan Template for a Restaurant Business

Business name:	







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

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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

