

**[NAME OF COMPANY]**

**MARKETING PLAN**

[date plan issued]

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## I. Executive Summary

[Name of Company] (the "Company") plans to (open a new restaurant / acquire an existing restaurant) [to be] and offer its customers a unique and innovative line of \_\_\_\_\_ dishes, including *[list some of the items to be included on the menu]*. The restaurant will also have take-out and delivery service, and may in the future also offer prepared meals on a weekly or monthly basis to families and individuals, as well as catering services to businesses within and outside of the \_\_\_\_\_ area.

The Company will reinvent the \_\_\_\_\_ dining experience for our customers by selling high quality, unique, innovative food products at reasonable prices, in a tasteful and convenient location, and providing industry-benchmark customer service.

## II. Situation Analysis

The Company has operated restaurants in the City of \_\_\_\_\_ for \_\_\_ years. Marketing is critical to the success and future profitability of the new restaurant. The basic market need is to offer individuals, families and take-out / delivery customers our unique, attractive, fresh line of \_\_\_\_\_ dishes.

### 2.1 Market Summary

The Company has performed in-depth market research and has a great deal of knowledge and information about the common attributes of our most prized and loyal customers. We will leverage this information to better understand our customer base, their specific needs and how we can serve them better.

### 2.2 Target Markets

The restaurant market can be divided into three target population segments:

- (a) individuals - people that dine in by themselves;
- (b) families - a group of people, either friends or a group of related individuals dining together;
- (c) take-out - people that prefer to eat our food in their home or at a different location than the actual restaurant.

The Company's target market includes the following geographic, demographic and behavior factors:

#### *Geographics:*

- Our immediate geographic target is the \_\_\_\_\_ area of the City of \_\_\_\_\_, with a resident population of \_\_\_\_\_ and \_\_\_\_\_ local businesses each with an average of \_\_\_\_\_ employees.
- A \_\_\_\_\_-mile geographic area will be serviced by our delivery service. This area has a population of approximately \_\_\_\_\_.
- The total targeted population is estimated at \_\_\_\_\_.

#### *Demographics:*

- Male and female, ages \_\_\_\_\_.
- Young professionals who work and/or live in the \_\_\_\_\_ area.
- Have attended college and/or graduate school.
- Income over \$\_\_\_\_\_.
- Eat out \_\_\_\_\_ times a week or more.
- Tend to patronize higher quality restaurants.
- Are cognizant about healthy eating.

*Behavior Factors:*

- Enjoy a high quality meal without putting in the time and effort of making it themselves.
- Tend to take into account health concerns with respect to nutrition when eating out or ordering in.
- Value the appearance and presentation of food.

### **2.3 Market Needs**

The Company is providing its customers with a wide selection of high quality \_\_\_\_\_ dishes that are unique and pleasing in presentation, which allow customers to make healthy choices and which utilize top quality ingredients. We seek to fulfill the following benefits that are important to our customers: (i) selection; (ii) accessibility; (iii) customer service; and (iv) competitive pricing.

### **2.4 Market Trends**

The market trend for restaurants is toward a more sophisticated customer with a busy lifestyle who prefers to have meals prepared rather than prepare them him/herself, and who is conscious of the benefits of healthy food choices. A preference for high quality ingredients is increasing as customers are learning to appreciate the qualitative differences. Restaurant patrons are requesting more healthy alternatives when they eat out. They recognize that food can be both tasty and good for you.

Customers are also more appreciative of the presentation and appearance of food. As this element of the culinary experience becomes more pervasive, patrons expect their meals to be attractive and well presented.

A wide selection of menu items is also a consideration for most patrons, and allows customers with food allergies, health concerns or who are vegetarians to enjoy the same dining experience as their families and friends, while catering to their specific needs. With more choices, patrons have also become more sophisticated in their choice of foods and dining establishments.

### **2.5 Market Forecast**

*[market research will be necessary to complete this section, to gather relevant information regarding industry growth and change generally and in the specific geographic area]*

One variable that is contributing to market growth overall is an increase in the number of hours our demographic spends at work in a typical week. There is a high correlation between the increase in work hours and the number of meals eaten in restaurants or ordered for take-out or delivery. With a limited amount of free time each day, people have less time to devote to meal planning, preparation and clean-up.

THIS IS A 9-PAGE TEMPLATE. THE FOREGOING IS A SAMPLE.