

[NAME OF COMPANY]

BUSINESS PLAN

[date business plan issued]

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This is a business plan. It does not imply and shall not be construed as an offering of securities. Persons interested in pursuing an investment should contact their professional advisors.

Business Plan Copy No. _____

Confidentiality Agreement

The undersigned reader acknowledges that the information provided by [NAME OF COMPANY] in this business plan is confidential. Therefore, the undersigned reader agrees not to disclose any of such information without the express written permission of [NAME OF COMPANY].

It is hereby acknowledged by the undersigned that the information to be furnished in this business plan is in all respects confidential in nature (other than such information which is already in the public domain through other means) and that any disclosure or use of same by the undersigned may cause serious harm or damage to [NAME OF COMPANY].

Upon request, this document is to be immediately returned to [NAME OF COMPANY].

Signature

Print Name

Date

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[NAME OF COMPANY] BUSINESS PLAN

EXECUTIVE SUMMARY

(NOTE: The Executive Summary is the section of the business plan in which you give an overview of the business, its present status and future direction, and highlight the key points and the purpose of your business plan. This section should be written after the rest of the business plan, and should not exceed 3 pages in length - that's why it's called a "summary".)

Company Background

[NAME OF COMPANY] (the "Company") is in the process of being formed/ created as a [*describe, e.g. "a corporation incorporated under the laws of the State/Province of _____"*], for the purpose of operating a pub and restaurant in the _____ area.

The Company [is/ will be] managed by _____, who has a total of _____ years experience in the food and beverage service industries, a chief financial officer with _____ years of accounting and administrative experience, and _____ [*list*].

Mission

The Company's mission is to offer patrons in the _____ area a unique warm old-fashioned pub atmosphere, with a _____ [*type of food*] menu, a wide selection of alcoholic beverages and the highest level of service.

Objectives

[briefly describe the short-term and long-term objectives of the company with respect to sales, profits, growth, etc]

The Market

[briefly outline the market and available customer base in the area, the number of competitors already servicing that market, and the reason(s) why customers will choose your business over the competitors]

Capital Requirements

The Company requires an estimated \$_____ in [start-up/operating] capital. The [loan / equity investment] proceeds will be used to finance the purchase of equipment and inventory, maintain sufficient cash reserves and provide adequate working capital to successfully develop a significant consumer following.

I. COMPANY OBJECTIVES

(NOTE: This section sets out the corporate objectives, mission statement, current phase of your business, and the company's goals and objectives for future growth.)

1.1 Goals & Objectives

[In this section, set out the company's goals (desired achievements / sales levels / etc) and objectives (steps necessary in order to reach the goals).]

The Company's goals are:

- revenues of \$ _____ by the end of Year 1, and \$ _____ by the end of Year 3 of the Plan;
- gross margin of at least ____%;
- positive net worth by the end of Year ____;
- [other]

In order to attain the above goals, the Company will carry out the following specific objectives:

- maintain control of costs and operations by _____ [set out specifics of how this will be accomplished;
- keep food costs below _____% of revenue;
- keep beverage costs below _____% of revenue;
- [other]

1.2 Purpose of Business Plan

The Company has developed a comprehensive business plan to _____ [set out purposes of the business plan, e.g. focus and accelerate our marketing activities, sales activities, product development and services development / expansion, distribution and customer service, etc]. To implement these plans, the Company requires [loan / investment] funding totaling \$ _____ for the following purposes: [list]

1.3 Vision / Mission Statement

[This is where you will describe the company's vision (where the business is heading) and mission statement (how business will be conducted).]

The Company's mission is to offer patrons in the _____ area a unique warm old-fashioned pub atmosphere, with a _____ [type of food] menu, a wide selection of alcoholic beverages and the highest level of service.

In carrying out our day-to-day business operations, we strive to:

- treat our employees with fairness and respect, and create an enjoyable working atmosphere that inspires loyalty and dedication;
- follow the philosophy that our customers are our first priority, and ensure that all of our personnel are well-trained in providing reliable, timely and efficient customer service;
- be considered as a responsible business leader in the community.

1.4 Factors for Success

Factors which can help assure the Company's success can be defined as follows: [list]

- creating volume business through weekly food and/or beverage specials;
- maintaining highest quality products and service, ensuring repeat business;
- strict control of costs, allowing us to maintain competitive pricing;
- [other]

1.5 Risk Factors

The Company has identified the following risk factors which could hamper its success:

- problems generating visibility and product positioning;
- overly aggressive and debilitating actions by competitors;
- changes in dining and socializing trends among our target customers;
- changes in federal or state / provincial legislation applicable to the industry;
- [include any other risk factors]

Worst case scenarios would include:

- determining that the business cannot support itself on an ongoing basis;
- having to liquidate equipment or intellectual property to cover liabilities;
- [include any other "worst case" situations]

II. THE COMPANY

(NOTE: Use this section to describe the history, structure, purpose, operations, board of directors, outside consultants and strategic alliances of the business. If you are starting up a new company, describe the proposed structure, and set out the reasons for starting up the business.)

2.1 History & Background

The Company was incorporated on _____ [date] in the [State/Province] of _____. The head office of the Company is located at [address].

To date, the Company has issued _____ shares of common stock [provide details on all shares of stock issued and outstanding]. The following table sets out the current shareholders and the number of shares owned by each:

Name of Shareholder	Address	No. & Class of Shares

The remainder of the issued and outstanding common shares are retained by the Company for [future distribution / allocation under the Company's employee stock option plan / etc].

The Company currently has outstanding shareholder loans in the aggregate sum of \$_____. The following table sets out the details of the shareholder loans:

Name of Shareholder	Amount of Loan	Date of Loan	Balance Outstanding

2.2 Directors

The Company's Board of Directors, which [will be / is] made up of highly qualified business and industry professionals/experts, [will be a valuable asset to the Company and instrumental to its development by assisting / assists] our management team in making appropriate decisions and taking the most effective action; however, they [will not be / are not] responsible for management decisions. The following persons [will make up the / are the current] Board of Directors of the Company: [list each person on the Board]

Name of Person

business & educational background, past industry experience, other companies in which the person played a key role

Name of Person

business & educational background, past industry experience, other companies in which the person played a key role

2.3 Outside Consultants & Professional Advisors

At present, no outside consultants or professional advisors have been retained. *[if outside consultants have been retained, list them and their credentials:]* The Company's outside consultants and professional advisors provide tremendous input and support to enable management to make well-informed, creative and appropriate decisions:

- [accountant/cpa]
- [legal counsel]
- [others]

2.4 Strategic Alliances

[List strategic alliances / partnerships which assist the company in providing high quality service and establishing/maintaining its reputation, and which give the company an additional competitive edge]

III. DESCRIPTION OF PRODUCTS & SERVICES

(NOTE: In this section, describe your current products and services, the unique features, prices, etc that you offer, current and future R&D plans, enhancements, production and distribution strategies. Include data on proprietary processes, patents, copyrights, etc, which make your products unique.)

3.1 Facilities & Operations

The Company has [leased/purchased] and is presently renovating a _____ square foot facility conveniently located at _____ [address]. There is [free] parking available for _____ vehicles in the parking lot adjacent to the building, and on-street parking on the surrounding streets. The premises will seat approximately _____ people in the bar area, and _____ people in the restaurant area. Food and beverages will be served in both areas. Entertainment will consist of _____. The decor of the premises will be _____.

The Company plans the grand opening of the pub for _____ [date]. Hours of operation will be _____ from _____ AM to _____ AM/PM. Food will be served from _____ to _____ daily. Alcoholic beverages will be served from _____ to _____ daily.

3.2 Products & Services

Located in a busy commercial area, the pub will derive most of its business from this community. From ____ PM to ____ PM on weeknights (Monday to Thursday), food specials will be offered to create business volume. The combination of a warm, inviting, old-fashioned atmosphere, a moderately priced menu, full bar, larger drink sizes, excellent service, proven management and convenient location, the business will draw not only from the immediate area, but from surrounding areas as well.

The pub will offer freshly prepared, high quality, popular food items that are targeted to appeal to a variety of tastes and budgets with an emphasis on moderately priced items. In addition, we will offer food specials to draw in lunch-time and after-hours business patrons. Our weekly food specials will not be as profitable as other full priced menu items, but will generate business in what are normally slower times, creating the volume necessary to justify price.

Our staff will provide the highest quality food and beverage service to our patrons. Emphasis will be placed on attentive and friendly service, and all staff will be trained and supervised by experienced restaurant and bar managers.

3.3 Future Plans

[Outline any future plans the Company has to open additional locations, add different menu items, special promotions, entertainment, outdoor patio areas, etc.]

IV. MARKET ANALYSIS & MARKETING PLAN

(NOTE: Use this section to identify your current market (if an existing business) and/or your target market (for new or expanding businesses), the growth potential of the market, market share, competitors and their products and services, factors which impact your business (such as seasonal sales, niche markets, etc). This section will also be where you outline your marketing plan (sales, advertising, PR.)

4.1 Industry Analysis

[Market research will be required for this section. Discuss the industry in general, and specifically in your area, growth or lack of growth, current trends, etc]

THIS IS AN 18-PAGE TEMPLATE.