The Grill at Gordon Head

Business Plan

Written By: Colin Gall

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Executive Summary

Concept

The Grill at Gordon Head is a high quality steakhouse that looks to offer VIP experiences and food to the people of Gordon Head. We are going to be a Steakhouse restaurant and will specialize in steak, however we will offer common entrées and other meal options. We are located in an area where there are no other businesses of our kind.

Objectives

The objectives for The Grill at Gordon Head for out first year are:

* To become one of the most popular and most visited restaurants in Gordon Head
* Be in competition for the Victoria Restaurant Awards
* Look into establishing another restaurant elsewhere in Victoria
* Add as much as we can to our Gordon Head restaurant in order to give the people the best restaurant experience as possible

Keys to Success

The keys to success for running a popular restaurant are:

* Hard working and well trained staff
* Well thought out and creative environment
* Treating each of our costumers well and giving them the best restaurant experience.

Mission Statement

Our mission is to give the best quality food to the people of Gordon Head. We will operate with the highest precision and will continue to deliver VIP service for years. Our business will expand more and more and we will become one of the most popular restaurants on the island. We have some if the best food to make and the best and well-trained staff on the island. We believe that everyone should have the privilege to eat at our restaurant.

Business Summary

We are a retail business located in the middle of Gordon Head. Gordon Head is an upper class area and this fits very well with our theme. Our purpose is simple: to bring great quality food to Gordon Head. I will own the restaurant and will personally hire the rest of my staff.

Company Ownership

The Grill at Gordon Head is run by a sole proprietorship with myself as the one single owner. This means that I own 100% of the business and am responsible for everything that happens to it. I have had a silent partner to invest some start-up money for my business.

Start-up Summary

Start up summary (Costs):

* Legal expenses
* Rent
* Insurance
* Equipment
* Furnishing
* Food
* Heat/water bills
* Backup funds

Company Location and Facility

My restaurant includes around 50 tables, each sitting between 2-6 people; it includes a bar, and a large kitchen. My restaurant features many windows however are completely sound proof from the outside. We have an online website however it just features our menu and frequently asked questions.

The area around my restaurant is mainly residential. There is also a school nearby. All of the houses near us give us a major area for potential business. We are in a very populated area of Gordon Head where there aren’t any restaurants.

The Market Opportunity

The market opportunity for us is that there is plenty of untapped opportunity around us. Where we are located there are no establishments like us. Our competition is restaurants like “The Keg”. We overpower these types of restaurants because we focus on our customers first. We have many features implemented to make your experience much, much better.

Management Summary

Owner

Manager

Head Chef

Servers

Cooks

Dishwashers/Bussers

Bartender

Host

The manager will make sure business runs smoothly, head chef will make the most important meals and look after the cooks, the servers will serve and take orders, bussers will simply bus dishes, bartender will make drinks and needs to be a responsible and entertaining person, and the host needs to be a talkative helper that shows people to their seats.

Financial Summary

Charts

Tables

Formulas

Spreadsheets