**RESTAURANT COMPETITIVE ANALYSIS**

**Prepared By**

[SPECIFY COMPLETE NAME]

[SPECIFY DATE HERE]

**Introduction**

[SPECIFY THE KIND OF RESTAURANT OPERATED;]

[SPECIFY THE HISTORY OF THE RESTAURANT;]

[SPECIFY DESCRIPTION OF THE RESTAURANT]

[SPECIFY THE AWARDS RECEIVED BY THE RESTAURANT]

[SPECIFY THE OWNERS AND EMPLOYEES]

**Objectives**

1. [SPECIFY OBJECTIVES OF COMPETITIVE ANALYSIS]
2. [SPECIFY OBJECTIVES OF COMPETITIVE ANALYSIS]
3. [SPECIFY OBJECTIVES OF COMPETITIVE ANALYSIS]
4. [SPECIFY OBJECTIVES OF COMPETITIVE ANALYSIS]
5. [SPECIFY OBJECTIVES OF COMPETITIVE ANALYSIS]

**Description of Own Restaurant and Restaurant Competitors**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **CATEGORIES** | **[SPECIFY YOUR**  **RESTAURANT NAME]** | | **COMPETITOR 1** | **COMPETITOR 2** | **COMPETITOR 3** | **COMPETITOR 4** |
| **SUMMARY PROFILE** | | | | | | |
| **Company background**  *History, ownership, key figures etc.* | [SPECIFY INFORMATION HERE] | | [SPECIFY INFORMATION HERE] | [SPECIFY INFORMATION HERE] | [SPECIFY INFORMATION HERE] | [SPECIFY INFORMATION HERE] |
| **Location**  *Include main*  *location and*  *other locations (if relevant)* |  | |  |  |  |  |
| **Employment (numbers)** *Estimate or*  *actual* |  | |  |  |  |  |
| **Social media**  **accounts (Facebook, LinkedIn, Twitter)** *Include number of followers, fans etc.* |  | |  |  |  |  |
| **Financial information**  *Extracts from company registration filings, other sources* |  | |  |  |  |  |
| **Markets**  *Identify geographical, sectorial markets* |  | |  |  |  |  |
| **Market share**  *Actual or estimate* |  | |  |  |  |  |
| [SPECIFY OTHER SUB-CATEGORY] |  | |  |  |  |  |
| **TERMS, PRICING OF RESTAURANT BUSINESS AND DISTRIBUTION** | | | | | | |
| **Distribution (if relevant)** *Wholesale, retail, online, sales representatives* | |  |  |  |  |  |
| **Terms and conditions (if applicable)** | |  |  |  |  |  |
| **Price per product or service** | |  |  |  |  |  |
| **Refund policy (if applicable)** | |  |  |  |  |  |
| **Discounts or offers (if applicable)** | |  |  |  |  |  |
| [SPECIFY OTHER SUB-CATEGORY] | |  |  |  |  |  |
| **COMMUNICATIONS AND MARKETING** | | | | | | |
| **Advertising and promotions** *List PR, events, advertising, social media and other forms of promotion* |  | |  |  |  |  |
| **Key messages**  *Check website or social media accounts* |  | |  |  |  |  |
| **Tagline**  *Check website or social media accounts* |  | |  |  |  |  |
| [SPECIFY OTHER SUB-CATEGORY] |  | |  |  |  |  |

**Swot Analysis**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SWOT ANALYSIS** | **[SPECIFY YOUR**  **RESTAURANT NAME]** | **COMPETITOR 1** | **COMPETITOR 2** | **COMPETITOR 3** | **COMPETITOR 4** |
| STRENGTH | [SPECIFY INFORMATION HERE] | [SPECIFY INFORMATION HERE] | [SPECIFY INFORMATION HERE] | [SPECIFY INFORMATION HERE] | [SPECIFY INFORMATION HERE] |
| WEAKNESS |  |  |  |  |  |
| OPPORTUNITY |  |  |  |  |  |
| THREATS |  |  |  |  |  |

**Competitor Analysis**

|  |  |
| --- | --- |
| **COMPETITOR ANALYSIS FOR [SPECIFY RESTAURANT NAME FOR COMPETITOR 1]** | |
| PRODUCT / SERVICE: | CRITICAL SUCCESS FACTORS:  What are the critical success factors that are important from a customer perspective for the product / service? |
|  | * [ADD CRITICAL SUCCESS FACTORS] |
| * [ADD CRITICAL SUCCESS FACTORS] |
| * [ADD CRITICAL SUCCESS FACTORS] |

|  |  |
| --- | --- |
| **COMPETITOR ANALYSIS FOR [SPECIFY RESTAURANT NAME FOR COMPETITOR 2]** | |
| PRODUCT / SERVICE: | CRITICAL SUCCESS FACTORS:  What are the critical success factors that are important from a customer perspective for the product / service? |
|  | * [ADD CRITICAL SUCCESS FACTORS] |
| * [ADD CRITICAL SUCCESS FACTORS] |
| * [ADD CRITICAL SUCCESS FACTORS] |

|  |  |
| --- | --- |
| **COMPETITOR ANALYSIS FOR [SPECIFY RESTAURANT NAME FOR COMPETITOR 3]** | |
| PRODUCT / SERVICE: | CRITICAL SUCCESS FACTORS:  What are the critical success factors that are important from a customer perspective for the product / service? |
|  | * [ADD CRITICAL SUCCESS FACTORS] |
| * [ADD CRITICAL SUCCESS FACTORS] |
| * [ADD CRITICAL SUCCESS FACTORS] |

|  |  |
| --- | --- |
| **COMPETITOR ANALYSIS FOR [SPECIFY RESTAURANT NAME FOR COMPETITOR 4]** | |
| PRODUCT / SERVICE: | CRITICAL SUCCESS FACTORS:  What are the critical success factors that are important from a customer perspective for the product / service? |
|  | * [ADD CRITICAL SUCCESS FACTORS] |
| * [ADD CRITICAL SUCCESS FACTORS] |
| * [ADD CRITICAL SUCCESS FACTORS] |

**Sale Strategy**

[SPECIFY CHARTS SHOW SALES PROJECTIONS FOR OUR FIRST TWELVE MONTHS]

Fig1: Monthly Sale Graph of Competitors and Restaurant

From the above figure we can without much of a stretch distinguish the aggregate offer of eatery. By utilizing this chart, we can think about the objective deals and current deals. It additionally takes choice.

Fig2: Total Sale Vs Direct Cost of Sale

Above Figure demonstrates add up to deals and aggregate cost to deliver item in eatery. We can distinguish the net wage for one month.

Fig3: Target deal for future

Above figure demonstrates the eatery deals technique for next two month.

**Recommendation**

[SPECIFY THE LISTS OF RECOMMENDATIONS TO ASSESS A BETTER RESTAURANT OPERATIONS]

[SPECIFY RECOMMENDED GOALS]

[SPECIFY RECOMMENDED IMPROVEMENTS]

**Conclusion**

With this report, we have portrayed the History, Mission explanation and Objectives of [SPECIFY COMPLETE NAME OF RESTAURANT]. What's more, we have done SWOT and Competitor Analysis for this eatery in regard of current circumstance. We additionally give three proposal procedure, for example, Market infiltration, Marketing Strategy and Sales Strategy for grow business, to take more piece of the overall industry in existing business sector, to procure more benefit, to run business long time.

Prepared By: [SPECIFY SIGNATURE HERE]

[SPECIFY DATE HERE]