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[4412 Roosevelt Street, San Francisco, CA 94114]

[+1 415 359 1127 | hello@gourmet.com]

[gourmet.com]

1. **OVERVIEW AND SUMMARY**

The management team and marketing team of [SPECIFY YOUR RESTAURANT NAME] made this marketing plan to outline the important marketing activities, plans of actions, and strategies that they will undertake and implement during the official opening of the restaurant. [SPECIFY YOUR RESTAURANT NAME] will officially open its doors to the public on [SPECIFY COMPLETE DATE].

By coming up with a comprehensive and holistic marketing plan, [SPECIFY YOUR RESTAURANT NAME] can become a conducive and highly-recommended go-to place for individuals, lovers, friends, families and businesspersons. It aims to provide its customers with quality dining experience and open a wider market coverage.

[SPECIFY YOUR RESTAURANT NAME] is a [SPECIFY YOUR RESTAURANT NAME] which serves [SPECIFY MAIN DISHES OR BEVERAGE]. The management aims to provide a perfect package to its customers by providing sophistication and elegance with respect to the ambiance and overall restaurant environment.

[SPECIFY YOUR RESTAURANT NAME] desires to create and adopt marketing strategies and techniques that showcase its level of competence and expertise in the realm of restaurant businesses.

In line with the foregoing, this plan covers the following aspects and areas:

* Business Details
* Marketing Objectives
* Target Market
* Customer Profile
* Marketing Strategies
* Management and Delineation of Responsibilities
* Action Plans
1. **BUSINESS DETAILS**
2. [SPECIFY YOUR RESTAURANT NAME] is operated and run by a [SPECIFY TYPE OF BUSINESS STRUCTURE (ex. Corporation, partnership, and etc.)].
3. The said [SPECIFY TYPE OF BUSINESS STRUCTURE (ex. Corporation, partnership, and etc.)] is doing business under the laws of [SPECIFY STATE]. For legal purposes, its registration details are as follows:
* [SPECIFY THE PERTINENT REGISTRATION DETAILS];
* [SPECIFY THE PERTINENT REGISTRATION DETAILS];
1. The restaurant is situated in [SPECIFY COMPLETE ADDRESS]. It will be opened to the public and will start its business operations on [SPECIFY DATE].
2. It is open to the public from [SPECIFY BUSINESS DAYS] and [SPECIFY TIME].
3. LIST OF FOOD AND SERVICES

[SPECIFY YOUR RESTAURANT NAME] delivers and serves internationally-inspired dishes and delicacies. The management and operations teams are very keen on details and in terms of complying with the standards of food quality. The matrix below showcases the different types of food offered by the restaurant:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Appetizers** | **En·trée** | **Desserts** | **Drinks and Beverages** | **Others** |
| [SPECIFY APPETIZERS(ex. Avocado salsa, glazed chicken wings, baked scallops, cucumber-stuffed cherry tomatoes and etc. ] | [SPECIFY EN-TREE (ex. Shrimp adobo, poached salmon and etc.)] | [SPECIFY DESSERTS (ex. Cakes, fruit desserts, ice cream, and etc.)]; | [SPECIFY DETAILS] | [SPECIFY DETAILS] |
|  |  |  |  |  |

Furthermore, [SPECIFY YOUR RESTAURANT NAME] also provides the following restaurant and catering services:

|  |
| --- |
| **LIST OF SERVICES** |
| **TYPE OF SERVICE** | **BRIEF DESCRIPTION** |
| [SPECIFY SERVICES OFFERED BY THE RESTAURANT];  | [SPECIFY BRIEF DESCRIPTION];  |
| [SPECIFY SERVICES OFFERED BY THE RESTAURANT];  | [SPECIFY BRIEF DESCRIPTION];  |

F. SUPPLIERS: INGREDIENTS AND RESTAURANT EQUIPMENT

Below is a list of suppliers that [SPECIFY YOUR RESTAURANT NAME] has negotiated and made contracts with respect to the supply of ingredients, restaurant equipment and facilities:

[SPECIFY LIST OF SUPPLIERS];

[SPECIFY LIST OF SUPPLIERS];

1. **MARKETING OBJECTIVES**
2. Objectives

The management and marketing teams aim to achieve the following marketing objectives:

|  |  |
| --- | --- |
| **MARKETING** **OBJECTIVES**   | [SPECIFY RESTAURANT MARKETING OBJECTIVES (ex. To attract more customers and ultimately establish customer loyalty in the long run, to establish and implement initiatives to increase the revenue and profit that the restaurant will be earning, to create a marketing platform that is accessible and convenient, to mainstream and foreground the uniqueness and best features/offerings of the restaurant in a cost-effective manner and etc.)];  |
| [SPECIFY RESTAURANT MARKETING OBJECTIVES (ex. To attract more customers and ultimately establish customer loyalty in the long run, to establish and implement initiatives to increase the revenue and profit that the restaurant will be earning, to create a marketing platform that is accessible and convenient, to mainstream and foreground the uniqueness and best features/offerings of the restaurant in a cost-effective manner and etc.)];  |

1. **TARGET MARKET**

|  |
| --- |
| **TARGET MARKET ANALYSIS** |
|  | **PROSPECTS** | **INFLUENCERS** | **CUSTOMERS** | **OTHERS** |
| **DESCRIPTION** |  |  |  |  |
| **LEVEL OF PRIORITY**  |  |  |  |  |
| **PREFERENCES**  |  |  |  |  |
| **GENDER** |  |  |  |  |
| **INCOME** |  |  |  |  |
| **EDUCATION** |  |  |  |  |
| **AGE** |  |  |  |  |
| **OTHERS** |  |  |  |  |

1. **CUSTOMER PROFILE ANALYSIS**
2. CUSTOMER PROFILE

|  |
| --- |
| **RESTAURANT CUSTOMER PROFILE** |
| **TYPE OF CUSTOMER** | **DEMOGRAPHIC** | **PREFERENCES** | **RISKS** | **BEHAVIOR** |
| [SPECIFY TYPE OF CUSTOMER (ex. employed/unemployed, students, and etc.)]; | [SPECIFY DEMOGRAPHICS] | [SPECIFY CUSTOMER PREFERENCES] | [SPECIFY RISKS (ex. Issues pertaining the prices, customer service, accessibility of the restaurant’s location and etc.)] | [SPECIFY CUSTOMER BEHAVIOR] |
|  |  |  |  |  |

B. IDEAL CUSTOMER PROFILE

For [SPECIFY YOUR RESTAURANT NAME], an ideal customer is someone who possesses the following characteristics with respect to his or her needs, motivations for dining in a restaurant, and behaviour patterns in terms of restaurant dining:

|  |
| --- |
| **IDEAL CUSTOMER PROFILE** |
| **CUSTOMER** | **NEEDS** | **MOTIVATIONS** | **BEHAVIOR PATTERNS** | **OTHERS** |
| [SPECIFY DETAILS] | [SPECIFY NEEDS] | [SPECIFY MOTIVATIONS/REASONS FOR DINING IN A RESTAURANT] | [SPECIFY BEHAVIOR PATTERNS] | [SPECIFY DETAILS] |

1. **MARKET CONDITION AND ANALYSIS**
2. Market Considerations

According to the results of the research conducted by an independent institution [SPECIFY NAME OF RESEARCH ORGANIZATION], customers are very detail-oriented and picky in the course of choosing a restaurant especially when it comes to the price of the dishes and the type of restaurant service provided. In [SPECIFY ADDRESS] wherein the restaurant is situated, [SPECIFY NUMBER OF RESTAURANTS] are currently operating. [SPECIFY YOUR RESTAURANT NAME] has an edge when it comes to [SPECIFY THE THEME OF THE RESTAURANT] because other restaurants do not offer the same. Below is a comprehensive breakdown of the competitor profile SWOT analysis:

|  |
| --- |
| **YOUR COMPETITOR’S SWOT ANALYSIS RESULTS** |
|  | **STRENGTHS** | **WEAKNESSES** | **OPPORTUNITIES** | **THREATS** |
| **RESTAURANT 1** |  |  |  |  |
| **RESTAURANT 2** |  |  |  |  |
| **YOUR RESTAURANT**  |  |  |  |  |

B. Market Research and Trends

The results of the conducted market research are as follows:

|  |
| --- |
| **POSITIVE ASPECTS** |
| **Title and Subject Matter of the Research**  | **Proponents** | **Results and Key Findings** |
| [SPECIFY THE SUBJECT MATTER OF THE RESEARCH];  | [SPECIFY THE PROPONENTS OF THE RESEARCH]; | [SPECIFY THE KEY FINDINGS AND RESULTS]; |
| [SPECIFY THE SUBJECT MATTER OF THE RESEARCH];  | [SPECIFY THE PROPONENTS OF THE RESEARCH]; | [SPECIFY THE KEY FINDINGS AND RESULTS]; |

|  |
| --- |
| **NEGATIVE ASPECTS** |
| **Title and Subject Matter of the Research**  | **Proponents** | **Results and Key Findings** |
| [SPECIFY THE SUBJECT MATTER OF THE RESEARCH];  | [SPECIFY THE PROPONENTS OF THE RESEARCH]; | [SPECIFY THE KEY FINDINGS AND RESULTS]; |
| [SPECIFY THE SUBJECT MATTER OF THE RESEARCH];  | [SPECIFY THE PROPONENTS OF THE RESEARCH]; | [SPECIFY THE KEY FINDINGS AND RESULTS]; |

**C. Market Analysis**

To completely understand the marketing dynamics of the restaurant and how it can be improved, a SWOT analysis was conducted. Below are the verified results of the SWOT analysis conducted by the marketing team:

|  |
| --- |
| **STRENGTHS:** |
| [SPECIFY DETAILS (ex. The restaurant had established a strong social media platform prior to the opening of the restaurant, the owners of the business had made successful partnership engagements with well-known network and media-related companies, the marketing team consists of experts and certified employees and etc.)];  |
| [SPECIFY DETAILS (ex. The restaurant had established a strong social media platform prior to the opening of the restaurant, the owners of the business had made successful partnership engagements with well-known network and media-related companies, the marketing team consists of experts and certified employees and etc.)];  |

|  |
| --- |
| **WEAKNESSES:** |
| [SPECIFY DETAILS];  |
| [SPECIFY DETAILS];  |

|  |
| --- |
| **OPPORTUNITIES:**  |
| [SPECIFY DETAILS (ex. The geographical location of the restaurant is conducive to any time of expansion and structures, the restaurant is near public centers and etc.];  |
| [SPECIFY DETAILS (ex. The geographical location of the restaurant is conducive to any time of expansion and structures, the restaurant is near public centers and etc.];  |

|  |
| --- |
| **THREATS:**  |
| [SPECIFY DETAILS concerning the possible threats to the restaurant business];  |
| [SPECIFY DETAILS concerning the possible threats to the restaurant business];  |

1. **MARKETING STRATEGIES**

[SPECIFY YOUR RESTAURANT NAME] aims to adopt several marketing strategies in order to suffice the multi-layered preferences and marketing platforms available especially with the advent of information technology.

The marketing team prepared the following marketing strategies:

|  |
| --- |
| **MARKETING STRATEGIES** |
| **STRATEGIES/ACTIVITIES** | **BRIEF DESCRIPTION** | **TIMELINE** | **NEEDED RESOURCES** |
| [SPECIFY STRATEGIES (ex. Online advertising, optimize the restaurant’s website, make use of traditional and conventional marketing techniques such as flyers, banners, and leaflets, make use of television advertising, and host marketing campaigns)]; | [PROVIDE A BRIEF DESCRIPTION RE: THE STRATEGIES AND HOW IT WILL BE IMPLEMENTED]; | [SPECIFY THE TIMELINE]; | [SPECIFY NEEDED RESOURCES]; |
|  |  |  |  |

|  |
| --- |
| **COMPARATIVE ANALYSIS [RESTAURANT MARKETING STRATEGIES AND PROGRAMS]** |
| **COMPANY NAME** | **MARKETING STRATEGIES** |
| COMPANY 1 | [SPECIFY THE PREVAILING MARKETING STRATEGIES] |
| COMPANY 2 | [SPECIFY THE PREVAILING MARKETING STRATEGIES] |
| [SPECIFY YOUR COMPANY NAME] | [SPECIFY YOUR MARKETING STRATEGIES] |

1. **MANAGEMENT AND DELINEATION OF RESPONSIBILITIES**

|  |  |  |
| --- | --- | --- |
| **LIST OF MANAGERS** | **CREDENTIALS /QUALIFICATIONS** | **MARKETING ACTIVITIES** |
| [SPECIFY COMPLETE MANAGER NAME]; | [SPECIFY DETAILS] | [SPECIFY THE TYPE OF MARKETING ACTIVITY THAT THE MANAGER IS DESIGNATED TO LEAD]; |
| [SPECIFY COMPLETE MANAGER NAME]; | [SPECIFY] | [SPECIFY THE TYPE OF MARKETING ACTIVITY THAT THE MANAGER IS DESIGNATED TO LEAD]; |

The table below showcases required number of employees that the marketing team needs to pursue their objectives:

|  |  |
| --- | --- |
| **JOB TITLE** | **Number of Employees** |
| [SPECIFY JOB TITLE] | [SPECIFY NUMBER] |
| [SPECIFY JOB TITLE] | [SPECIFY NUMBER] |

1. **ACTION PLAN**

In line with the enumerated marketing objectives above, the proponents recommend the following action plans/steps:

|  |
| --- |
| **ACTION PLAN** |
| [SPECIFY LIST OF ACTION STEP/PLANS]; |
| [SPECIFY LIST OF ACTION STEP/PLANS]; |