

WORKSHEET 04 · CHAPTER 04 · THE CONCEPT DOCUMENT

One-Page Concept Document Template

Print, complete by hand, or use as a working review sheet.

Instructions

This is the stakeholder-ready version of the concept. Keep it concise enough to fit on one working page.

Concept Summary**Venue Name****Brand Positioning Statement**

What is this venue, who is it for, and why does it exist?

Mission

One sentence.

Vision

What does success look like in three years?

Target Customer

Who, what occasion, what spend.

Operating Definition

Service Style

Table service / Counter service / Hybrid. State the tempo.

Trading Hours and Dayparts

Every daypart you will trade, with primary occasion for each.

Menu Snapshot

Cuisine, item count, price range, signature item, dietary position.

Atmosphere

Three to five sensory phrases.

Competitive Differentiation

Two sentences.

Elevator Pitch

Three sentences.