

WORKSHEET 06 · CHAPTER 06 · THE BUSINESS PLAN

Business Plan Outline Template

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

Instructions

Use this skeleton to structure the plan. Each section has a specific reader and purpose.

Plan Structure

1. Executive Summary

Concept, target customer, ask, Year 1 revenue, break-even timeline, team summary.

2. Company Overview

Entity, ownership, management team, advisory board.

3. Concept and Menu

One-page concept, menu structure, beverage summary, service model.

4. Market Analysis

Catchment, competition, positioning gap, market trends.

5. Operations Plan

Location, build-out timeline, staffing model, supply chain, tech stack.

6. Financial Plan

Three-year P&L, cash flow, break-even, capital requirements, assumptions.

7. Risk Assessment

Threat-impact-mitigation matrix and scenario modelling.

Appendices

Concept deck, market data, menu prototype, CVs, letters of intent, financial detail.