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COURSE BROCHURE

Restaurant Business Plan Development Training Course

18 – 22 January 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Restaurant Business Plan Development Training Course

Ref: 3184_121010 **Date:** 18 – 22 January 2027 **Location:** Casablanca **Fees:** 4900 GBP

Restaurant Business Plan Development is a 1-week training course for restaurant owners, aspiring restaurateurs and food and beverage managers who must turn a dining idea into a fundable venture, ending with a restaurant business plan. Rising fit-out and ingredient costs, delivery platforms and shifting diner habits mean lenders and partners now expect evidence before they commit. Jupiter Prime Training runs this course on Restaurant Business Plan Development.

Why Restaurant Business Plan Development Matters Now

Three forces shape restaurant planning today: diners who split spending between dine-in, takeaway and delivery apps; volatile food, energy and rent costs that squeeze margins; and investors and landlords who ask for clear numbers before signing. A founder who plans well chooses the right site, prices dishes to cover cost and opens with enough cash to survive the first slow months. One who plans badly signs a lease that never pays back. The course rests on familiar planning tools: a concept brief, a trade-area study, menu costing, a staffing model and linked financial forecasts.

Who Gains Most from Restaurant Business Plan Development

- Independent owners preparing to open a first or second dining outlet
- Aspiring restaurateurs shaping a concept and seeking partners or lenders
- Food and beverage managers in hotels or groups proposing a new outlet
- Franchise and multi-site operators testing a format in a new trade area
- Family business heads diversifying into cafes, kitchens or catering

Founding partners who attend together gain most, because they leave agreeing on one concept, one budget and one set of assumptions.

Restaurant Business Plan Development Capabilities

Participants move from a dining idea to tested assumptions about guests, site, menu, people and money that a lender or partner can check line by line.

- Specify a restaurant concept, guest profile and service style — partners agreeing what the venue will be
- Assess a location through footfall, competition and lease terms — the decision to sign or walk away
- Calculate dish costs and set menu prices with target food cost — chefs and owners protecting margin
- Build a start-up budget covering fit-out, equipment and pre-opening spend — funding requests to lenders
- Design a staffing model and rota linked to covers — managers controlling labour cost
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Test sales, profit and cash forecasts against downside scenarios — investors judging viability

Key Restaurant Business Plan Development Terms

- Restaurant concept — the combined idea of cuisine, guest, atmosphere, service style and price point that defines a venue.
- Trade area — the surrounding zone from which a restaurant expects to draw most of its guests.
- Food cost percentage — the cost of ingredients in a dish or menu divided by its selling price.
- Covers — the number of guests served in a period, used to forecast sales and staffing.
- Break-even point — the sales level at which revenue equals total fixed and variable costs.
- Pre-opening costs — spending on recruitment, training, marketing and trial service before the doors open.

Restaurant Business Plan Development Day by Day

Day 1: Concept and Market Context

- Concept Brief and Guest Persona — Defining Who the Restaurant Serves
- Dining Trends Across Dine-In, Takeaway and Delivery — Channel Mix Choices
- Competitor Mapping by Price and Cuisine — Finding an Open Position
- Market Study Using Surveys and Footfall Counts — Sizing Likely Demand
- Business Plan Structure and Reader Needs — Lenders, Landlords and Partners

Day 2: Site, Space and Start-Up Spend

- Trade Area and Site Scoring Sheet — Comparing Candidate Locations Fairly
- Lease Terms, Rent Ratios and Fit-Out Allowances — Negotiating Before Signing
- Kitchen and Dining Room Layout — Seat Count and Workflow Trade-Offs
- Equipment and Fit-Out Budget Schedule — Buying, Leasing or Second Hand
- Pre-Opening Cost Plan and Contingency — Funding the Months Before Revenue

Day 3: Menu, Pricing and Margin

- Recipe Costing Cards and Yield Tests — Accurate Cost Per Plate
- Target Food Cost and Menu Price Setting — Balancing Value and Margin
- Menu Mix Analysis by Popularity and Profit — Which Dishes Earn Their Place
- Supplier Selection and Purchasing Terms — Securing Quality and Credit
- Delivery Platform Commission Effects — Pricing Off-Premises Orders

Day 4: People and Financial Forecasts

- Staffing Model by Covers and Shift Pattern — Controlling Labour Cost
- Roles, Recruitment Plan and Training Schedule — Readiness for Opening Week
- Sales Forecast Built From Covers and Average Spend — Realistic Revenue Lines
- Profit and Loss and Cash Flow Projection — Spotting Funding Gaps Early
- Break-Even and Downside Scenario Testing — Judging How Much Risk to Carry

Day 5: Practising the Restaurant Business Plan

- Applying Concept and Market Evidence to a Live Venue Idea — Positioning
- Combining Site, Fit-Out and Menu Figures — One Consistent Budget
- Peer Challenge of Forecast Assumptions — Strengthening the Funding Case
- Investor and Lender Pitch Summary — Presenting the Ask Clearly
- Completing the Restaurant Business Plan — Sections, Schedules and Forecasts

Applying Restaurant Business Plan Development After the Course

- Score two or three candidate sites with the site scoring sheet and footfall counts, then share the ranking before lease talks.
- Cost the full draft menu with recipe costing cards and adjust prices to the target food cost.

Restaurant Business Plan Development Questions FAQ

What is Restaurant Business Plan Development and why does it matter now?

It is the work of turning a restaurant idea into a tested plan covering concept, site, menu, people and money. It matters now because higher costs and delivery competition leave little room for an unplanned opening.

Which roles gain most from Restaurant Business Plan Development training?

Independent owners and aspiring restaurateurs gain most. Food and beverage managers proposing new outlets and multi-site operators also benefit.

How does Restaurant Business Plan Development differ from a food and beverage cost control course?

It plans a venue before it opens rather than tuning one already trading. A cost control course refines purchasing and waste in a running outlet; this one sets concept, site, start-up budget and forecasts from the start.

What do you bring back from Restaurant Business Plan Development training?

You bring back a restaurant business plan drafted during the week. It holds your concept, market study, site choice, menu costing, staffing model and financial forecasts, ready to present to lenders.

Restaurant Business Plan Development: The Way Forward

The restaurant business plan gives founders one document that links concept, site, menu and money. Its first use is deciding whether a chosen site justifies its rent and fit-out. Owners, partners and lenders all read it, and the sales forecast deserves a fresh look once the first months of real covers and average spend are known.