

Café Business Plan

Use this template to define your food business concept, service model, launch needs, and sales assumptions. Replace bracketed text and confirm premises, permits, and costs for your location.

BUSINESS

[Business name]

PREPARED BY

[Your name]

DATE

[Month and year]

01 Business Overview

What the business is, who it serves, and why customers will choose it.

Concept summary

[Business name] will serve [menu or concept] to [customer group] in [location]. Our service model is [counter, takeaway, seating, delivery, or a combination]. Our first-year aim is [measurable operating goal].

Location and customer

Our proposed location offers [relevant access and customer base]. Demand is supported by [dated footfall counts, interviews, test events, or sales]. Main alternatives are [nearby businesses], and our point of difference is [specific benefit].

Menu and pricing

The opening menu includes [core items]. We will price items using [ingredient cost, waste, portion size, labor, and local comparisons]. Our average customer ticket is estimated at [amount], to be tested through [method].

Opening requirements

Before committing to launch, we will confirm [premises suitability, lease terms, equipment, and relevant approvals]. Estimated setup costs come from [dated quotes]. The planned opening date is [date], subject to [dependencies].

WHAT MUST BE TRUE

The three assumptions that matter most are [assumption one], [assumption two], and [assumption three]. We will verify them through [evidence or test], with a decision date of [date].

02 Marketing & Operations

Turn the plan into specific actions, owners, and measurable results.

Awareness and repeat visits

We will attract customers through [local visibility, partnerships, discovery listings, or launch events]. We will encourage repeat visits through [service consistency or offer]. We will track transaction count, average ticket, and repeat visits.

Daily service and suppliers

Opening hours are [hours], with [staffing] for peak periods. The team will follow [preparation, food safety, stock rotation, waste, and closing routines]. Main suppliers are [names or criteria], with [backup sources].

People and capacity

[Name] manages the business and [name or role] leads service. Capacity is approximately [transactions per hour or covers], based on [layout, equipment, and staffing]. Required training and local operating responsibilities are assigned to [roles].

The next 90 days

WHEN	ACTION AND SUCCESS MEASURE	OWNER
First 30 days	[Validate the most important assumption and record the result]	[Name]
Days 31–60	[Launch or improve the first offer and measure response]	[Name]
Days 61–90	[Review results and decide what to change or expand]	[Name]

WEEKLY REVIEW

Review [customer demand, quality, sales, margin, and cash] every [day]. Record what changed, what was learned, and the next action. Update this plan when the evidence changes.

03 Financial Plan

Currency [Code] · Planning month [Month and year] · Replace every placeholder with a supported estimate. This worksheet does not calculate automatically.

ASSUMPTION OR RESULT	YOUR ESTIMATE
Average customer ticket	[Amount]
Customer transactions per month	[Count]
Variable cost per sale or customer	[Amount]
Fixed operating costs per month	[Amount]
Monthly revenue = average revenue × volume	[Amount]
Operating result = revenue – variable costs – fixed costs	[Amount]
One-time startup spending	[Amount]
Cash available before startup spending	[Amount]

NOTE Monthly transactions = daily transactions x operating days. Include ingredients, packaging, fees, and expected waste in variable costs; include rent, payroll, and other overhead in fixed costs.

Funding and cash timing

Opening funds of [amount] will cover [fit-out, equipment, deposits, stock, and working capital]. Confirmed sources are [details]. Keep a separate schedule of payment dates, committed funds, and remaining funding needs.

Main risk and response

RISK	Demand is lower or food and labor costs are higher.
RESPONSE	Validate footfall, test a focused menu, track waste and service capacity, and review contribution by item.
EARLY WARNING	[Measure that signals trouble], owned by [name], reviewed on [date].

Supporting documents

Attach [dated market evidence, quotes, resumes, agreements, permits, and detailed financial schedules] as relevant. An external reader may require additional statements or projections.

CASH Operating result is not the same as available cash. Model collection delays, taxes, loan payments, stock purchases, later funding, and other cash movements separately.