

Finance Project

Create a clear, engaging presentation that fully outlines your concept and business plan for opening a restaurant.

Follow the outline!



Finance Project

1. Restaurant Concept

Name of the restaurant

Type of cuisine (e.g., Italian, fusion, vegan, fast casual)

Theme and atmosphere (casual, fine dining, family-friendly, etc.)

Mission statement (What does your restaurant intend to do?)

2. Target Market

Who are your customers? (age, income, lifestyle)

Why will they choose your restaurant?

Due: Friday – March 20th

3. Market Research & Competition

Identify 2–3 competing restaurants

What do they do well?

What gap will your restaurant fill?

Trends in the food industry that support your idea

4. Menu Design

Create a sample menu (at least 8–12 items)

Include categories (appetizers, mains, desserts, drinks)

Set realistic prices

Highlight one “signature dish”

Due: Friday – March 27th



Due: Friday – April 3rd

5. Operations Plan

Hours of operation

Staffing (roles and number of employees)

Supplier ideas (where you get ingredients)

Basic description of daily operations

6. Marketing Plan

Logo and branding ideas

Advertising methods (social media, flyers, events)

Grand opening strategy

Promotional offer





7. Financial Plan

Start-up costs (rent, equipment, renovations, etc.)

Estimated monthly expenses

Pricing strategy

Break-even estimate (when you start making profit)

8. Design & Layout (Optional Visual)

Sketch or digital layout of the restaurant

Interior design ideas

Seating arrangement

Due: Friday – April 10th





Assessment

- Submitting on time
- Visually appealing
- Clarity of slides
- Creativity and originality
- Realism and feasibility
- Effort and detail
- Clarity of presentation
- Understanding of business concepts

50% PowerPoint/slides

50% Presentation

