

RESTAURANT BUSINESS PLAN

 BLOSSOM
& OASIS

Our strategy for success



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EXECUTIVE SUMMARY

01

Give a brief explanation for the page

Mission:

Inspire healthy eating through
delicious, plant-based food

Vision:

Be the leader in nourishing the
community and nurturing the
environment through veganism

The Product

A plant-based cafe menu that caters to a wide variety
of dietary restrictions

The Leadership

Conceptualized and co-owned by CEO Lillian Pratt and
COO Shawn Garcia, chefs and restaurateurs.

The Overall Industry

More and more people are turning to a plant-based diet,
making this the perfect time to start up a vegan cafe.

The Competitors

The Paragon Leaf Tea House has a vegan snack menu, but
it isn't very expansive.

The Financial Status

The business is still in its early stages, with \$5 million
in funds. We are trying to raise \$5 million more in capital
before we set up shop.

Future Plans

We envision Blossom & Oasis having three key locations
in the city's north, east, and south districts.



Tip: Design with the `/Magic` shortcut - the quickest way to make your work stand out!

How: While on the page, simply press the `/` key and scroll for whatever you need on the
dropdown menu — text boxes, lines, shapes, tables, stickers, videos, and many more!



THE ORGANIZATION

Give a brief explanation for the page



Lillian Pratt

Chief Executive Officer



Noah Schumacher

Chief Financial Officer



Shawn Garcia

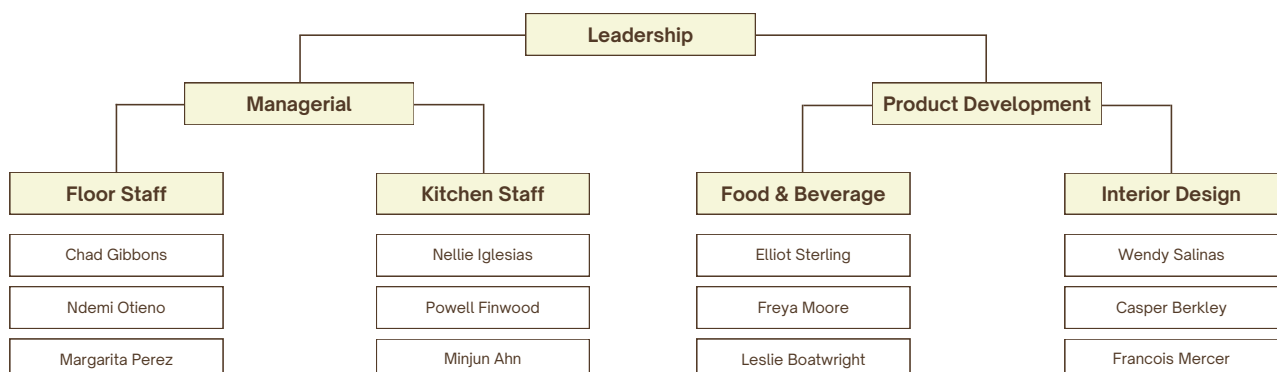
Chief Operations Officer

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them

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Map of the Organization





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BUSINESS DESCRIPTION

03

Give a brief explanation for the page



Images and Mockups



Canva Tools for Mockups

Select an image on your template. Then click 'Edit Image' on the toolbar and scroll through our Smart Mockups and Frames available to you. You may also use our Background Remover to make photo cutouts of your products.

Get to Know Blossom & Oasis

In this section, explain in detail what the business does. The goal is to convince potential investors that the business is a viable endeavor. What is the business's main product or service? How does it work? Will it offer a range of different product categories or services?

What type of customers is it trying to reach? How is it new or different from other businesses in the field? And finally, consider the business's opportunities for growth and expansion.





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PRODUCT LIST

04

Give a brief explanation for the page



Vegan Egg Sandwich

Made from scrambled tofu, vegan cheese sauce, and a toasted brioche bun.

\$6.75

Whole Grain Bowl

With seven grains, assorted vegetables, vegan protein, and our special sauce.

\$12.95

Baked Vegan Mac

With nutritional yeast, vegan cheese, and 10 different spices

\$11.25

Nutty Pasta Salad

With macaroni, olives, tomatoes, almonds, walnuts, and vinaigrette, topped with vegan feta.

\$10.25



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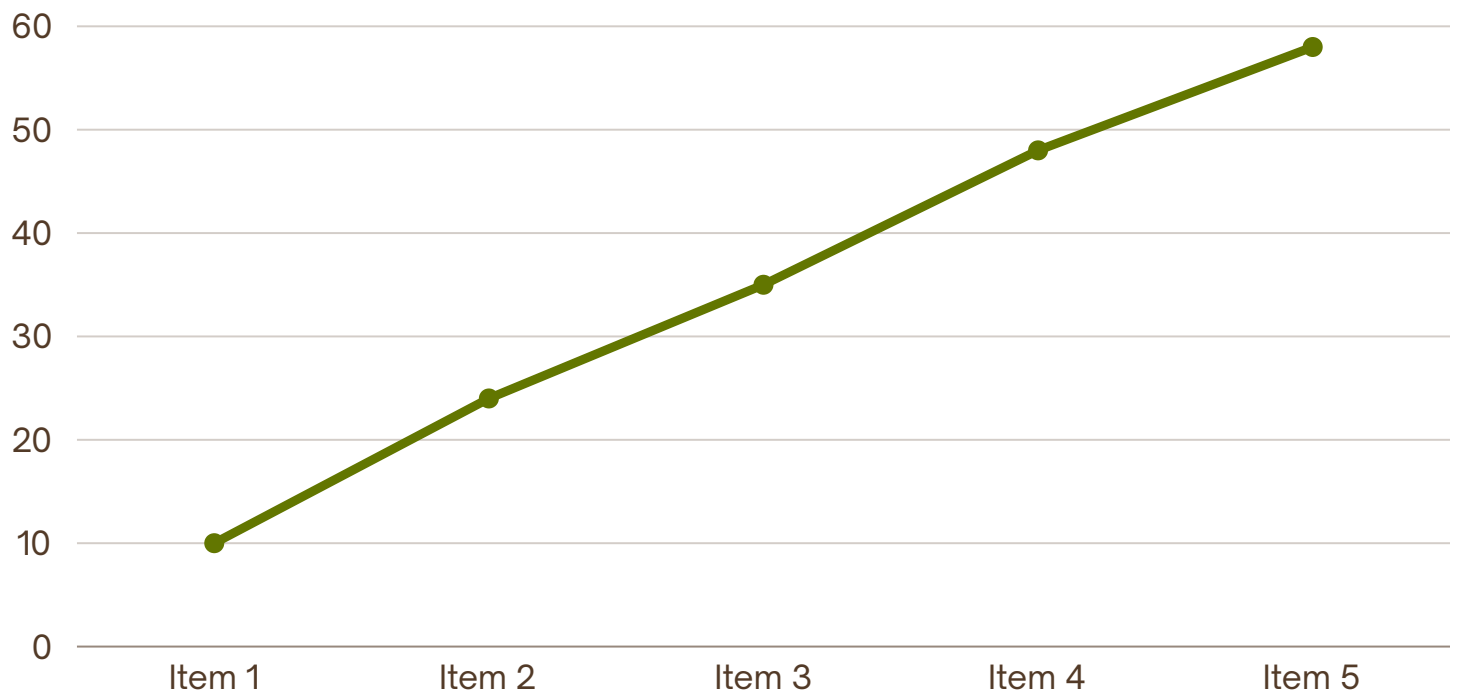
INDUSTRY BACKGROUND

05

Give a brief explanation for the page

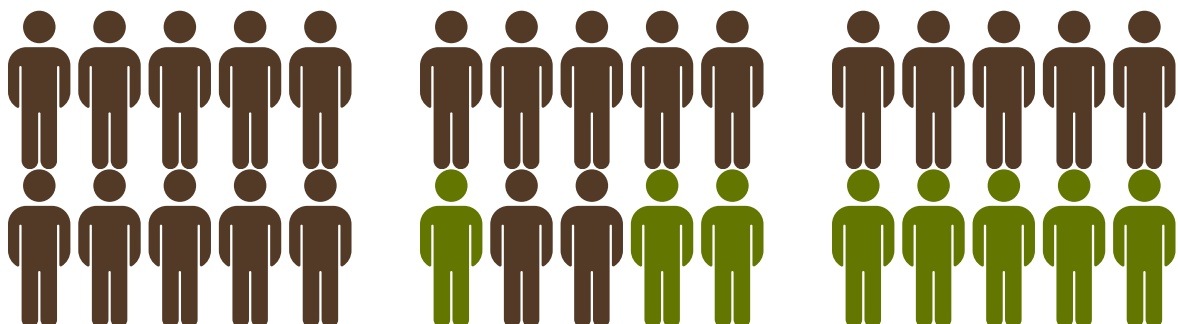
Locations

New restaurants in Shirley Lane and where they're located, broken down by borough and district over the past five years.



Healthier Habits

22 out of 30 respondents mention "healthier options" as a factor when determining where to eat.







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INDUSTRY BACKGROUND

06

Give a brief explanation for the page

An Explosion of Flavor

In this section, write about the broader industry your business is in. Specify what industry it is - where it is, how big it is, what its general characteristics are, and what the usual products and services are available. What is the industry's history and what are its usual trends? Do you see new patterns developing? Give a prediction or outlook about where the industry is headed.

What We're Up Against

Consider who the usual players are in the industry. Is there a major entity that dominates the market? Which companies would be your potential competitors?

Highlight your unique selling point so your business stands out in this industry. What would be anticipated blockers for you as you enter the market? What resources do you have and do not have?





COMPETITOR ANALYSIS

Give a brief explanation for the page

The Paragon of Leaf Tea House

Duplicate the SWOT table as you evaluate other competitors.

| Strengths | Weaknesses | Opportunities | Threats |
|--|---|--|--|
| <ul style="list-style-type: none">● Affordable menu● Innovative drinks● Great ambiance | <ul style="list-style-type: none">● Small selection of snacks● Slow service● Bad location with a lack of parking spaces | <ul style="list-style-type: none">● Can expand food menu to include more entries● Opportunity to franchise● Family-owned, with the opportunity to gain investors | <ul style="list-style-type: none">● More tea shops opening in the city● No delivery service means less orders overall● Innovative menus from newer restaurants |

What We Can Do Better

In this section, specify who your competitors are and how prominent they are in the industry. Explain what products they have and what services they offer. Note their strengths and weaknesses. Show an analysis of their strategies for sales, branding, and marketing.





Give a brief explanation for the page

Testing Out Our Menu

In this section, detail the specific market you are targeting. If it is a sizeable market, you may group your target audience into categories. You can also take into account the geography of your target market - if the business is an online endeavor or if it has physical locations. Besides geography, consider the audience's gender, race, educational level, and other demographic data.

User Persona

Duplicate the table as you analyze other personas



Goals

- To work at an agricultural research facility
- Travel the world
- Create a plant-based cookbook

Challenges

- Finding investors
- Lack of funds
- Competitive internship placements

Sari Purdue

- 21 | she/her
- Student
- Shirley Lane

Likes

- Animals
- Traveling
- Cooking

Dislikes

- The meat industry
- Inefficient processes
- Loud cafes

Sari is a senior at Shirley Lane University, where she's studying Biology.

Personality

- Passionate
- Creative
- Imaginative

Products They Enjoy

- Organic skincare from Wrode Co.
- Salads from Cera & Rye



MARKETING PLAN

Give a brief explanation for the page

Our Plan for Progress

In this section, show potential investors what your specific marketing and sales targets are and how you plan to achieve them. Talk about how you will sell your product or service. Research the best methods for reaching your audience and convincing them to buy your product. Highlight how you are offering something new or how you can fix a problem in the industry. Understand the purchasing priorities of your audience and try to leverage that behavior.

The 4Ps of Marketing

Use this table to map out your marketing mix

Product

the brand, its features, its packaging

Common questions:

- What needs does this product fulfill
- What frustrations does it address?
- What makes it compelling to customers that they will want to have it?

Price

discounts, bundles, credit terms

Common questions:

- What is the value of the product or service to customers?
- Are there established price points for this product or service in the market?
- How will this price compare with competitors?

Promotion

print and broadcast ads, social media, email, search engine, video

Common questions:

- How you will get the word out about your product or service?
- What promotional approaches are most familiar to your audience?
- What resources are available to you?

Place

physical stores, website, online marketplace

Common questions:

- Will it be in a physical store or online?
- Where will the stores be?
- What will be the distribution channels?



FINANCIAL PLAN

Give a brief explanation for the page

Capital Requirements

In this section, give a breakdown of how you plan to use the money and resources that your potential investors could provide. Specify how much capital you need and how you will allocate the money.

| | Value | Percentage |
|---------------------------|-------------|------------|
| Research and Development | \$456,000 | 44% |
| Marketing and Advertising | \$456,000 | 44% |
| Daily Operations | \$123,000 | 22% |
| TOTAL | \$1,035,000 | 100% |





FINANCIAL PLAN

Give a brief explanation for the page

Financial Outlook

You will also provide a projection of the business's financial performance within a certain time frame. Investors will want to know when they will receive a return on their investment.

| US\$ B | FY'26 | FY'25 | YOY change |
|--------------------|------------|------------|------------|
| Revenue | 789.00 | 456.00 | 73% |
| Expenses | 246.00 | 300.00 | -18% |
| Profit | 543.00 | 156.00 | 248% |
| Dividend per share | \$20/share | \$10/share | 100% |





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FUTURE PLANS & MILESTONES

12

Give a brief explanation for the page



Complete funding

Our first goal is to reach complete funding from investors.



Scout locations

We will scout for locations in Shirley Lane.



Set up the cafe

We will have one month to set up our cafe.



Develop a website

We will create a website with an ordering system.

Our Growth Starts Here

In this final section, map out your future plans for the business. Dream big! These plans could include expansion projects, new product offerings, and major partnerships. Discuss how much impact you want to bring to the industry. This enables potential investors also to be optimistic about the business.





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RESOURCE PAGE

Use these elements for your pages



Standardise designs across different pages!

After choosing pages across multiple templates, click on the element whose style you prefer, click the 'copy style' icon on the top-right corner of your screen, and use the icon to click on the element you want to change! Ta-da! The elements now share the same style.



Use smart shapes and connectors to build a map or flowchart.

In the elements tab, search for 'shapes'. You may also press C for a circle, R for a rectangle, and L for a line. Attach them all together and feel free to drag them along the page!



Personalise and edit your tables.

Right-click on the table to browse through the options. You can add and delete rows, merge cells, move columns, and more!



Use these charts & graphs to present data

Charts are a great way to visualize quantitative information. This is how basic charts can look like.

