**Fast Food Restaurant Template**

**A. Core Concept & Brand Positioning**

* **Restaurant Name:**
* **Brand & Concept:**
	+ *(e.g., Quick-Service Burger Joint, Fast-Casual Mexican, Chicken Specialty, Global Franchise)*
* **Mission Statement:**
	+ *(e.g., "To deliver consistent, high-quality food at an unbeatable speed and value.")*
* **Target Audience:**
	+ *(e.g., Families, Students, Busy Professionals, Budget-Conscious Consumers)*
* **Price Point:**
	+ *(e.g., $ - Value-focused)*
* **Unique Selling Proposition (USP):**
	+ \*(What sets you apart? e.g., 99-second service guarantee, all-natural ingredients, proprietary sauce, hyper-local convenience.)\*

**B. Drive-Thru Optimization Strategy**

**1. Drive-Thru Layout & Design**

* **Layout Type:** Single-Lane / Double-Lane (Stacker) / Tandem
* **Key Components & Goals:**
	+ **Menu Board:** Located [e.g., 25 ft] before the ordering point. Clear, easy-to-read, with high-margin items featured.
	+ **Order Point (Speaker):** Goal: Order taking within [e.g., 30-45] seconds.
	+ **Window 1 (Payment):** Goal: Transaction completed in [e.g., 10-15] seconds.
	+ **Window 2 (Pick-up):** Goal: Hand-off completed in [e.g., 20-30] seconds.
* **Bypass Lane:** Available for mobile/app pick-up orders to prevent congestion.

**2. Speed-of-Service Metrics**

* **Timer at:** Order Point / Payment Window / Pick-up Window
* **Key Metrics:**
	+ **Time to Order (TT0):** [Target: < 45 seconds]
	+ **Time at Window (TAW):** [Target: < 60 seconds]
	+ **Total Time in Line (TTL):** [Target: < 3 minutes]
	+ **Cars in Line:** Goal to never exceed [e.g., 5] cars during peak.
* **Peak Hour Throughput:** Target [e.g., 45-60] cars per hour during lunch/dinner rush.

**C. Kitchen Workflow & Assembly Line**

**1. Kitchen Workflow Diagram (Text-Based)**
[CUSTOMER ORDER]
↓
ORDER SCREENS @ GRILL STATION / FRY STATION / ASSEMBLY
↓
**Production Bay 1 (Protein):**

* Grill -> Chute -> Heated Hold ([e.g., < 10 mins])
**Production Bay 2 (Fried Goods):**
* Fryers -> Wells -> Salting Station -> Heated Hold ([e.g., < 5 mins])
**Production Bay 3 (Cold Prep):**
* Toppings, Sauces, Wraps, Beverages
↓
**Assembly Line:**
* **Buncher:** Calls items, gathers buns/wraps.
* **Dresser:** Applies sauces/condiments/toppings.
* **Wrapper:** Wraps/Bags the final product.
↓
**Expeditor:** Verifies order accuracy and hands off to customer (Counter/Drive-Thru).

**2. Equipment Par Level & Readiness**

* **Grills:** Always have [e.g., 12] patties cooking during peak.
* **Fryers:** Always have [e.g., 4] baskets of fries in process.
* **Heated Holding:** Maintain [e.g., 24] pre-made core items (e.g., cheeseburgers) during peak.

**D. Simplified Menu Engineering**

**1. Menu Matrix & Role of Each Item**

| Menu Item | Category (Star, Plow Horse, Puzzle, Dog) | Food Cost % | Profit $ | Speed to Make | Action Plan |
| --- | --- | --- | --- | --- | --- |
| **Double Burger** | **Star** (High Profit, High Popularity) | 24% | $4.50 | Fast | **Feature & Promote** |
| **Fries** | **Plow Horse** (High Popularity, Lower Profit) | 18% | $1.80 | Very Fast | **Bundle / Upsell** |
| **Salads** | **Puzzle** (High Profit, Low Popularity) | 28% | $5.00 | Slow | **Train staff to suggest** |
| **Fish Sandwich** | **Dog** (Low Profit, Low Popularity) | 32% | $2.50 | Slow | **Consider removing** |

* **Stars:** High popularity, high profit. Market heavily.
* **Plow Horses:** High popularity, lower profit. Use for combo deals to increase ticket average.
* **Puzzles:** High profit, low popularity. Train staff on suggestive selling.
* **Dogs:** Low profit, low popularity. Candidates for removal to streamline operations.

**2. Combo Meal Strategy**

* **#1 Best Seller Combo:** [e.g., Double Burger, Fries, Drink] - Price: $[X.XX]
* **Profit Margin on Combos:** Target [e.g., 20-25%] overall margin.
* **Upsell Path:** "Would you like to make that a large for only $[0.50] more?"

**E. Labor Efficiency & Staffing Model**

**1. Simplified Staffing Roles**

* **Crew Members:** Cross-trained for all stations (Grill, Fry, Assembly, Counter, Drive-Thru).
* **Shift Lead:** Manures the shift, handles customer issues, provides change, runs reports.
* **Assistant Manager:** Manages inventory, scheduling, and training.
* **General Manager:** Oversees P&L, marketing, staffing, and overall operations.

**2. Labor Efficiency Calculations**

* **Labor Cost %:** Total Labor Cost / Total Sales
	+ **Target:** [e.g., 20-25%]
* **Sales per Labor Hour (SPLH):** Total Sales / Total Labor Hours
	+ **Target:** [e.g., $45-60] per labor hour.
* **Covers per Labor Hour (CPLH):** Total Covers / Total Labor Hours
	+ **Target:** [e.g., 8-12] covers per labor hour.

**3. Scheduling for Demand**

* Use historical sales data to forecast 15-minute interval customer traffic.
* Schedule labor to match this forecast, ensuring adequate coverage for peak periods without overstaffing during slow times.

**F. Key Performance Indicators (KPIs) Dashboard**

* **Daily/Weekly KPIs:**
	+ **Total Sales:** $[Amount]
	+ **Average Transaction Value (ATV):** $[Amount]
	+ **Items per Transaction (IPT):** [Number]
	+ **Labor Cost %:** [%]
	+ **Food Cost %:** [%]
	+ **Drive-Thru TTL:** [Minutes:Seconds]
* **Customer-Facing Metrics:**
	+ **Order Accuracy:** Target > 98%
	+ **Health Inspection Score:** Target [e.g., 95+]

**G. Critical Path to Opening (Fast-Food Focus)**

* **Phase 1: Concept & Business Plan** (Complete this template)
* **Phase 2: Legal & Financial**
	+ Secure Franchise Agreement (if applicable)
	+ Secure Funding & Business Bank Account
	+ Obtain Federal EIN & State Tax ID
	+ Secure All Licenses & Permits (Health, Business, Signage)
* **Phase 3: Location & Build-Out**
	+ Secure High-Traffic Location with Easy Drive-Thru Access
	+ Finalize "Box" Design and Drive-Thru Lane Layout
	+ Contractor Selection & Construction
	+ Install Specialized Equipment (Double-stacked fryers, high-speed grills, POS)
* **Phase 4: Operations Setup**
	+ Establish Supply Chain with Distributor (Sysco, US Foods, etc.)
	+ Finalize Limited Menu & Standardized Recipes
	+ Hire & Train General Manager at Corporate/Franchisor HQ
	+ Hire & Train Crew with a focus on cross-training and speed
	+ Conduct Mock Service Runs to test speed and workflow
* **Phase 5: Grand Opening & Marketing**
	+ Execute "Soft Opening" to refine operations
	+ Launch Grand Opening with high-value promotions (e.g., $0.99 Burger)
	+ Implement Local Store Marketing (LSM) plan