

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.)*
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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 (TTO):** [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.
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C. Kitchen Workflow & Assembly Line

1. Kitchen Workflow Diagram (Text-Based)

[CUSTOMER ORDER]

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ORDER SCREENS @ GRILL STATION / FRY STATION / ASSEMBLY

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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

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Assembly Line:

- **Buncher:** Calls items, gathers buns/wraps.
- **Dresser:** Applies sauces/condiments/toppings.
- **Wrapper:** Wraps/Bags the final product.

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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.
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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