9 Steps For Writing a Business Plan – Cactus club

Step 1 - Define your vision

* Create a restaurant with an approachable environment that offers modern Canadian cuisine
* A restaurant that uses fresh, local ingredients.

Step 2 - Set your goals and objectives for the business

* Every guest leaves happy
* To offer a fun, upscale restaurant where you would be welcomed with great food and friendly service in a relaxed, unpretentious atmosphere.

Step 3 - Define your Unique Selling Proposition

* Responsible Sourcing
* High Class feel Middle class prices

Step 4 - Know your market

* Western Canada
* Middle class

Step 5 - Know your customer

* Families
* Wine Moms

Step 6 - Research the demand for your business

* Demand over fine-dining restaurants has been impacted due to covid
* Expanded take-out and delivery options

Step 7 - Set your marketing goals

* Social media
* Get humans in the Door

Step 8 - Define your marketing strategy

* Giving back by donating to charities
* Happy hour + late nights