



*"Integrity, Honesty, Growth"*

# Concept Development

## **Concept Development**

One thing is clear, whether you are opening a restaurant, bar, café you will want to stand out from the competition and to do this your concept needs to be convincing and attractive. Integrated Hospitality Group's professional team is the ideal partner for the development of successful concepts. We Know what works and what doesn't through our core teams combined 75 plus working years of hospitality service in all aspects of the industry. Our team members will connect the pieces of the puzzle which will take a business from a nice idea on paper to a thriving, successful model in reality.

Integrated Hospitality Group will work alongside with you and your ideas and advise ways in which they can best be 'brought to market'. At a time when you may be considering launching into your life's dream venture it will be reassuring to have such experienced hands, eyes and ears on your side. We will make your dream into a reality and help develop your concept from the ground up.

In the development process there are four essential steps to take:

1. Choose a Theme
2. Research the Market
3. Consider Location and Design
4. Write a Complete Business Plan

## **Business Planning**

Any good idea needs a great business plan. Our team at Integrated Hospitality Group has the professionals to put your thoughts into a viable structured outline which will give you an idea of what you need to succeed in your start-up. It will also help you formulate your concept further and help point out any difficulties that will arise through the business plan development stages.

Below is an example of an advanced outline of a restaurant business plan that our experts can guide you through step by step:

### **I. Executive Summary**

- A. Overview
- B. Economic Model Summary
- C. Timeline and Milestones
- D. Capital Investment & Exit Strategy

### **II. Menu**

- A. Concept
- B. Ingredients
- C. Menu Flow
- D. Price Point

### **III. Market Opportunity Sizing Analysis**

- A. Target Market and Segmentation - Who Are We Targeting?
- B. Market Size - How Big is the Market?
- C. Market Trends - What are the shifts in the target.

### **IV. Business Development, Marketing and Sales**

- A. Go-To Market Strategy
- B. Marketing Programs
- C. Partners & Support
- D. Pricing Strategy
- E. Sales Forecast
- F. Operational / Customer Experience Summary
- G. Products/Services
- H. Hours of Operation
- I. Parking
- J. Staffing
- K. Customer Service
- L. Suppliers

### **V. Financial Highlights**

### **VI. Competitive Landscape**

- A. Summary of Competitive Benchmarking

### **VII. Management Summary**

Our Concept Development team can explain in more detail when scheduling your free hour consultation.