

BARTENDING

Business Plan

**Congratulations on starting your bartending business! While this is a massive undertaking, the good news is that having a solid business plan on hand will allow you to follow a road map of sorts as your business grows and develops.**

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**Instructions**

**Before you begin ﬁlling out the ﬁelds on this template, be sure to create the cover page ﬁrst. This should include your:**

* **Business logo**
* **Name**
* **Address**
* **Phone number**
* **Email address**
* **Website**

**After you’ve made your cover page, use the text boxes beneath each section to add your text in every section. The *italicized* text is there to remind you what to include in each section. Make sure to delete it and replace it with information about your business when you’re ready.**

**Let’s get started!**



ADD YOUR

**Business Logo**

Business Name

456 Business St

(123)123-1231

[yourbusinessname@gmail.com](mailto:yourbusinessname@gmail.com)   
[www.yourbusiness.com](http://www.yourbusiness.com/)

# Executive Summary

In this section, provide a brief and exciting overview of your bartending business. Consider including the following points:

* + *The service you’re providing*
  + *Your mission statement*
  + *Basic information about your employees*
  + *Where you plan to operate your business*
  + *What types of events you plan on booking (weddings, corporate parties, festivals, etc.)*

# Company Description

While the executive summary should be short and sweet, this section can be a bit more detailed and give a greater overview of your business. There are many things you can include in this section, but we recommend including the following three points to make sure you’ve captured the big picture.

## Branding

This includes:

* *Your business’ name*
* *Logo*
* *Color scheme*
* *Brand voice*

## Sample Bar Packages and Services

Outline what you want your services and menu to look like. This will be crucial to know when you calculate your total operating expenses and do your break-even analysis later on in this plan.

## Team and Management

* *How many employees do you have/plan to have?*
* *Do you have any experts on your team that set your business apart from the rest?*
* *What requirements will your employees have to meet in order to get the job?*
* *What beneﬁts do you oﬀer/plan to oﬀer your employees?*
* *Will your staﬀ be full-time, part-time, or a mixture of both?*
* *What is the legal structure of your business (sole proprietorship, LLC, partnership, etc.)?*

# Market Analysis

In this section, be sure to identify the following:

* *Target market*
* *Location analysis*
* *Competitive analysis*

# Marketing Strategy

Every business needs a marketing strategy. While this can change as your business grows, think about how you might use the following marketing tactics to attract and retain customers:

* *Website*
* *Social media marketing*
* *Word-of-mouth referrals*
* *Paid advertising*
* *Local marketing (e.g. Google Business Proﬁle)*

# Loans and Financing

If you haven’t gotten funding for your business yet and need to ask for some, use this space as your investor pitch.

* *Describe how much money you’ll need*
* *How you intend to get that money (SBA loans, microloans, lines of credit, etc.)*
* *How you will spend the investors’ funds*

If you’ve already secured funding, outline how much you’ve received, what kind of funding you received, and how you’ve been spending this money on your business.

# Operation Costs and Financial Projections

Operating expenses should include money spent on equipment, inventory, labor, insurance, permits/licenses, and more. Include the following:

* *Total operating costs (costs of goods sold + operating expenses)*
* *Break-even analysis*
* *Cash ﬂow analysis*

# Certiﬁcate of Insurance (COI)

*Include your COI in this section. Don’t have insurance yet? Get* [***bartender insurance***](https://www.insurancecanopy.com/bartender-insurance)

from Insurance Canopy for just $35.42 per month.



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