

Bed & Breakfast Business Plan

Use this page to set the tone for your plan, but keep it simple.

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Executive Summary

The Executive Summary is a 1 page document that gives a quick overview of the business. Basically you will summarize each section of your business plan in a sentence or two here. The purpose of the Executive Summary is to give the reader a quick baseline. Each reader of your plan has a different interest in your company, so this page will give them a broad understanding so they can go on to their topic of interest.

Mission Statement:

Happy Mornings is a 6-bedroom bed and breakfast located at Saint Augustine, Florida overlooking Matanzas Bay. The house is a modern-style home with simple basic amenities including Wi-Fi and cable. We provide comfortable and clean beds along with a variety of delicious breakfast choices. Happy Mornings is also located near tourist spots in St. Augustine that is convenient for travelers.

Let your mission statement answer the following questions:

- **What does your bed and breakfast aim to provide?**
- **Will your business cater to more than just the usual breakfast meals?**
- **What does your bed and breakfast have that will stand out among the rest?**

Management Plan:

We mentioned your customer focus briefly back in our Executive Summary. This time, you can write it down here in detail.

According to this [article](#), there are four types of guests that book their stays with B & Bs:

- Leisure Travelers – These may be couples on their honeymoon or people from out of state who wish to take a short break.
- Business Travelers – These are people who are in the area for a meeting or to attend a conference.
- Solo Travelers – Backpackers commonly search for bed and breakfast inns because of how convenient and affordable it is.
- Group Travelers – These include families that are on vacation or visiting to attend a reunion.

Operations Plan:

Industry and Target Market:

Marketing Plan:

Financial Statement:

Corporate Summary

Briefly summarize your business and mission. This should be no longer than 1 paragraph and give details like location, business, and some details that set you apart from the competition.

Basically this is your 10 second elevator pitch in writing.

Management Plan

You can divide this section into two subcategories:

- **Management Team** - Owners and their roles such as who is in charge of hiring and training the staff, who is doing the purchasing for supplies, who is in charge of marketing, legal duties, bookkeeping, and other administrative roles.
- **Hiring Plan** - The employees you plan to hire such as housekeeping, chef, and maintenance.

Operations Plan

Some points you can cover in this section:

- What kind of breakfast will you be serving?
- Will you be offering a social night hour for your guests every weekend?
- Do all rooms have en suite bathrooms? Does your inn have showers or bathtubs?
- What are the rates of your rooms?

Market Analysis

This section is the backbone to your business plan. Here you will show that you have researched the industry well and have the chops to compete with the best of the best. You will be detailing your competition, your own strengths and weaknesses, and your keys for success.

Industry Profile

This section is a brief overview of the entire industry. Spend a little bit of time showing that you have researched both national and local trends.

Competition & New Entrants

Research your local competitors and highlight their strengths and weaknesses. Show that you can innovate based on the needs of your local area. Leave no stone unturned, because this

section will show if you've done your homework or not.

Critical Success Factors

What innovations are you providing that will separate you from your competitors? What do you need to be successful?

Critical Risk

List all of the disadvantages you have in your business battle. And then, explain how you will overcome those.

Competitive Advantage

What sets you apart from the crowd?

Marketing Plan

The Marketing Plan will be your strategy to make your presence known. This section will highlight everything that your customers want, how they can get it, and how you will deliver it.

Marketing Objective

This section is a brief description of how you want to be publicly recognized.

Target Market

Use this space to show that you know your customers and your location like the back of your hand. Identify who you are selling to, describe trends, and address how you will position yourself to take advantage of your area.

Marketing Mix

Each section below will get to the nuts and bolts of your business. Be sure to describe everything from a marketing viewpoint.

Product

Talk about your product. Think about what customers want to hear and describe it. Be unique.

Place

How will your customers get to you? What will help you stand out?

Price

Talk about your pricing strategy.

Promotion

How will you drum up interest? Talk about how you will announce your presence and how you will build upon it.

Pro Forma Financials

Use this section as an introduction to your financial statement document. Make sure to list any and all assumptions you've made in your financials and validate those assumptions. Be as transparent as possible.