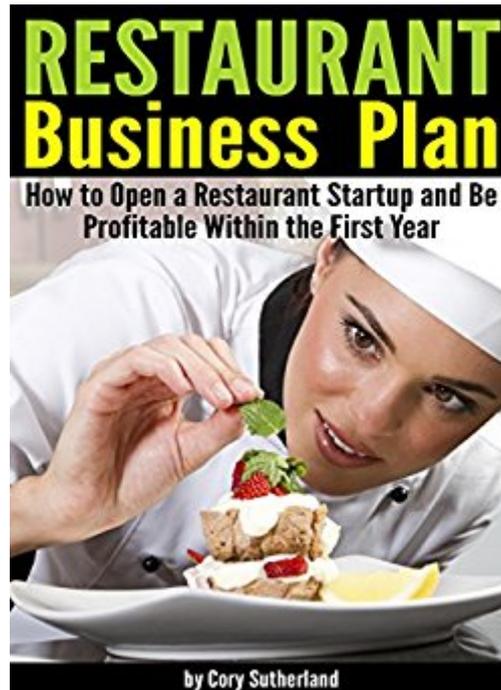


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# Restaurant Business Plan: How To Open A Restaurant Startup And Be Profitable Within The First Year



## Synopsis

If you want to start your own restaurant business, then this book is for you! Read on your PC, Mac, smart phone, tablet, or Kindle device. Starting a business is always tough - especially in the food industry, and particularly for restaurant businesses. Among other things, you'll have to please a discerning clientele (who will post reviews online before they could finish their meals), deal with fresh produce and other perishables (that have shelf-lives always too short), and keep in line a likely-diverse kitchen staff (whose attitudes tend to clash). Another proof that the restaurant business is tough: around half of all restaurant ventures fold-up in losses. This is, of course, due to varying reasons - although the complications that restaurant owners face are more or less the same. So is starting a restaurant even a viable prospect these days? Or are restaurant start-ups doomed to fail? The answer: Restaurant businesses are not all doomed to fail, and starting one can be a worthwhile endeavor. After all, every man and woman alive still need to eat. This means there will always be potential clientele that your restaurant can feed and profit from. The important question then is, how can you successfully start a restaurant and produce a steady (and healthy) profit? That's exactly what this book will show you how to do. I'm going to guide you through all the preparation and steps you need to take to launch a restaurant business and get positive returns within the year. I'll walk you through the essentials of starting a business including how to get funding, how to hire the right people, how to develop a menu, as well as what traps to avoid to make sure your restaurant remains successful. Let's get started! Here Is A Preview Of What You'll Learn... How to Develop a Restaurant Business Plan that will Bring Returns Within a Year Financing Options to Ensure Sufficient Cash Flow What to Look For in Selecting the Ideal Location How to Choose an Executive Chef Tips for Hiring an Efficient Kitchen Crew and Front-of-House Staff How to Make the Most Out of Marketing and Promotions Much, much more! Download your copy today!

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## **Customer Reviews**

Given the fact that the restaurant industry has a high failure rate, one of the key elements to avoid this if you are considering opening your own restaurant is knowledge. I have found this book, *Restaurant Business Plan*, to present the road to owning and operating a profitable restaurant extremely informative. I wish I had read this and utilized these training tips years ago when I opened (and closed) my own restaurant. Ideas are first presented on the various ways for you to fund your restaurant and where it should be located. Monthly milestones in terms of customers needed (and food cost calculation) to lead to a profitable first year. I especially enjoyed the chapters on staffing selections and what to look for in hiring a managing chef. Lastly, I found the concepts to assist in marketing a restaurant essential if you want to get diners into the door and keep them coming back. If you are new to the restaurant business or an experienced restaurateur, I would highly recommend you get a copy of *Restaurant Business Plan*.

I absolutely enjoyed reading this short book as it gives me a lot of important perspectives I need to consider before I start my first restaurant later, one of my many dreams that I aim to achieve in life. The financial model is explained very clearly; and I was able to clearly understand terms like fixed costs, variable costs, and cost of goods sold and etc. This book even gives you examples to walk you through exercises and example calculations, so that you understand these concepts better and know how to use them better. I also learned a lot from tips regarding how to select the right location. For example, it is really a good advice to walk down the streets to observe what is already working and analyse why some are working and other are not. I also think it offers very sound advice when the book talks about how to conduct your marketing efforts, where it talks about the importance of not overly spending marketing budget early on but, instead, paying attention to the quality of services and foods you are serving - this is one important way to help establish a sustainable

restaurant business. These are just a few examples that I really appreciate. I will review this book from time to time to digest the content better. You are also into establishing your own restaurant someday, definitely go grab this book as well;)

If you find yourself in a position where you need to replace your existing executive chef, be careful how you do it. Many chefs, upon finding out that you're on the hunt for someone new will quit and leave your restaurant in chaos. Rather than a newspaper ad or internet posting, one of the most subtle ways of searching for a replacement chef is by using a professional headhunter. Headhunting services don't usually charge you until they've filled your position with a viable candidate.

Serving people with foods is a very good job and it can properly be done through a restaurant. On the other hand, restaurant business is very profitable if you can run it properly. I've a small restaurant and I wish to make it a big one. That's why I grab this book. The ideas given here for building a success in restaurant business seems to be very reliable to me. So I changed some strategies according to this book and it's increasing my success rate. I'll apply other strategies gradually according to this book to reach my goal. Hope the information will also help you.

Although the restaurant business is very competitive, the idea that 9 out of 10 restaurants fail is a myth. With the right business plan and financing backing your restaurant, anything is possible. This book gives a great starting point to designing a business plan, among other aspects of a restaurant such as location and staff. I recommend this book to anyone who is interested in starting a restaurant business and this will help to get an idea of what it takes.

I'm surprised at the number of positive reviews this book received. Fortunately it took only an hour to read and the cost was less than three dollars, still, it was a waste of time and money. There were no details, only a vague outline of the basic principals, which to me seem basic common sense for anyone giving thought to opening a restaurant. Highly recommended.

This book is an awesome guide for someone dreaming of becoming a successful restaurateur. It discusses the ins and outs of the business, starting from the developing a business plan that yields higher returns within a year, that is the most promising thing that this book expertly touches on. It also touches on financing options to ensure sufficient cash flow, choosing and executive chef, selecting location, effective kitchen crew and staff and of course excellent tips in marketing your

business and bringing in millions of customers. There are loads of helpful advice in this book, if you're thinking of running a restaurant, grab a copy of this book.

I totally like this book. I want to have a restaurant someday that's why when I saw this book I grabbed it immediately. This book can help us to have a successful restaurant business. It will guide us through all the preparation and steps we need to take launch a restaurant business. This book is very detailed and very informative. It's very interesting. The guides are clear and easy to understand. I recommend this book to those who are planning to have a restaurant business.

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