



BIZIMPLY

STARTING A RESTAURANT
THE PLAYBOOK

IT ALL COMES BACK
TO THE BASICS. SERVE
CUSTOMERS THE
BEST-TASTING FOOD
AT GOOD VALUE IN A
CLEAN, COMFORTABLE
RESTAURANT, & THEY'LL
KEEP COMING BACK.

Dave Thomas
Founder and CEO of Wendy's

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INTRO

Getting Started In The Food Business

So you want to start a food business? Almost everyone dreams of someday owning their own restaurant, bar or coffee shop. Imagine you are at a dinner party. A friend calls everyone to attention. Herself and her husband are about to open a cafe. Oh, the buzz! Would they generate the same excitement if they had just announced that they planned to start their own dry cleaners or hardware store? I guess not. The prospect of setting up one's own food business is just so exciting. But the reality is, the restaurant business is one of the toughest businesses of all. And, like any other business, the key goal must be to make money. Few businesses survive without doing so.

Starting a restaurant is an ambitious undertaking. Many restaurants fail within a few years of opening because of poor planning. But don't fear. The Bizimply Quick Guides are the ideal resource to lead you to success. This first guide will help you understand what it takes to succeed in the food business, and will explain in simple terms the first steps that you need to take.

Best of luck.

Gerard Forde

Co-Founder & C.S.O. – Bizimply



Share shifts and messages with
your team today on Bizimply
with MyZimply for mobile



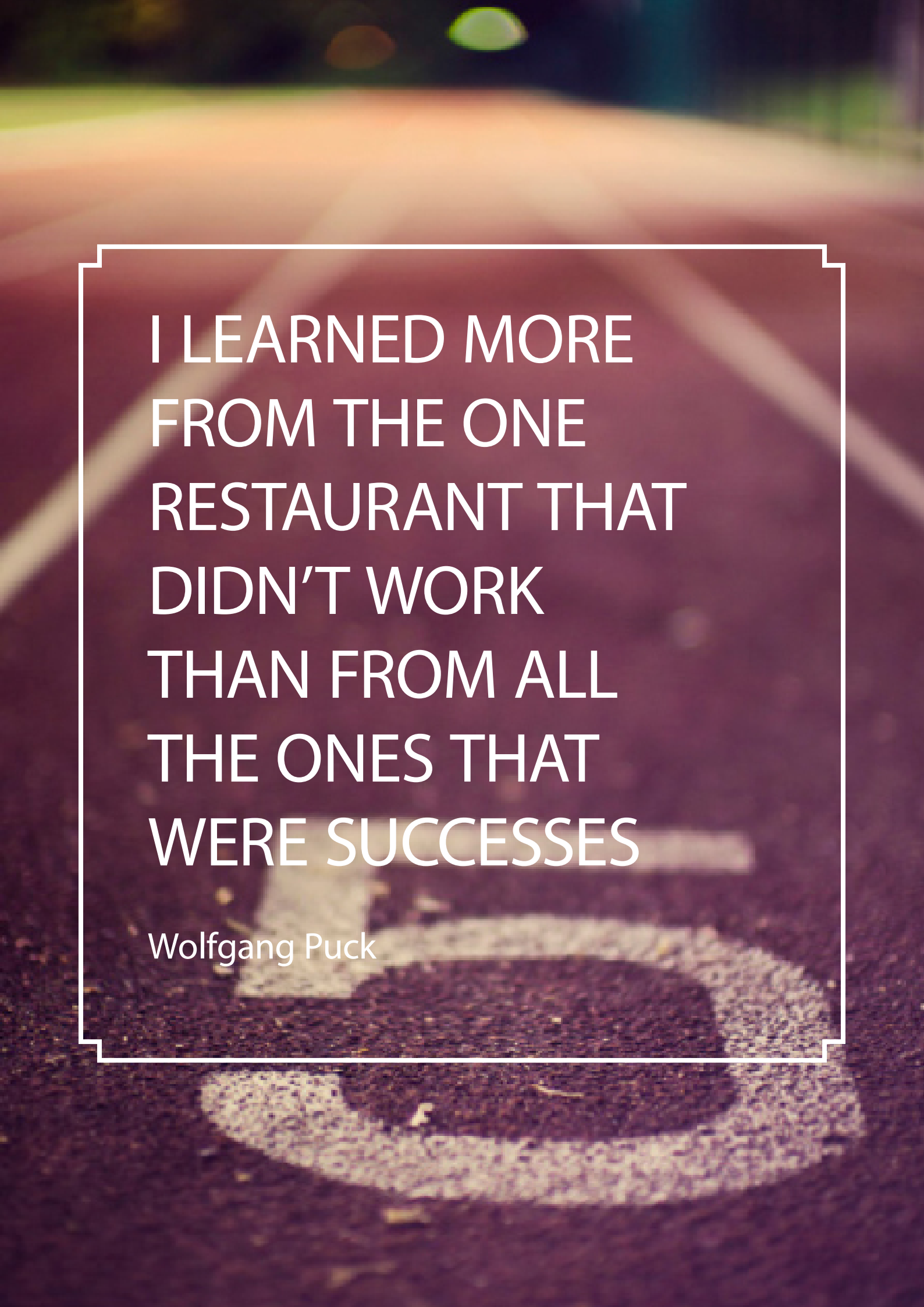
CHAPTER 1

Are You Ready For The Challenge?

Firstly, you need to be passionate about your business. If you are not passionate about coffee, don't get into the coffee business. There are many days when you will question why you chose this route, and you will need this passion to be able to fall back on. Are you prepared to work harder and longer than you ever have before? During your first few years of operation you will invariably find yourself working sixteen hours per day, six or seven days per week.

Are you a multi-tasker? Few industries have as many moving parts. As a restaurateur you will have to wear many different hats. It is not just about serving great food; you will need to understand marketing, HR, finance, the law, etc.

Finally, don't forget that the nature of the industry means that you will be providing entertainment for people on their time off, so you will find yourself working while your friends are not.



I LEARNED MORE
FROM THE ONE
RESTAURANT THAT
DIDN'T WORK
THAN FROM ALL
THE ONES THAT
WERE SUCCESSES

Wolfgang Puck

CHAPTER 2

Franchise Or Not?

This is probably the number one question that we get asked by people thinking of entering the food business. Are you better off taking a franchise in an already proven concept or should you develop your own concept?

THE ADVANTAGES:

An Instant Business

A restaurant franchise offers you an instant business. You don't have to worry about the name, the décor, the menu or the marketing, It's all done for you.

Support

A restaurant franchise comes with support from the head office. If you have questions or concerns you can always ask them. This can be very helpful for new restaurant owners who don't always know what to do when they encounter certain problems.

Better Buying Power

Restaurant franchises have bigger buying power. Food and other inventory can often be purchased far cheaper than your local independent restaurant.

Name Recognition

Name recognition is a huge benefit of a restaurant franchise. You don't have to worry about the advertising and marketing cost of building brand awareness.

THE DISADVANTAGES:

Money

Money, or the lack thereof, is often a major drawback of buying a restaurant franchise. Many of the bigger restaurant chains require you to have significant assets, before they will consider letting you buy into their company. In order to maintain a certain quality of customer service, as well as continuity at each location, franchises have many rules and regulations that must be followed. Everything from the seating plan of the dining room, to the colour of the bathrooms can be subject to specific rules. Make sure you are okay with all the rules beforehand.

Lack Of Independence

Unfortunately, you will have to give up a lot of control if you choose to franchise. You have no say in the menu, the décor or the signage of your restaurant. You may find yourself resenting the restrictions placed upon you.

Royalties

On top of the upfront franchise fee, you are also expected to pay royalties. This covers the advertising, training, and other support the restaurant corporation gives you throughout the year. Franchise royalties are usually between 3% and 8% of turnover.

Exit Strategy

When you come to sell, the franchisor will have the right to vet any potential new franchisees.

Limited Growth Potential

If you develop your own concept, perhaps it could one day be franchised itself. This is where the real money is in the industry. Can you take an idea and not just build one location, but perhaps dozens or even more and become a franchisor yourself. Essentially, deciding to either buy a restaurant franchise or create an independent restaurant will depend on your wallet, your experience, the time that you can commit and your personality. If you are comfortable working with a team and being told what and how to do something, a franchise may be the right move for you.

However, if you are starting your own restaurant to get away from people telling you what to do, an independent is probably a better choice for you. Admittedly, we are a little biased, but if you are confident that you have a good idea then you could get it up and going for less money than taking on a franchise. What's more, it will be all yours.

CHAPTER 3

How To Decide On A Concept

THE USP

What is going to be your Unique Selling Point (USP)? Remember, niche concepts work best in bigger markets. Avoid gimmicks and theme restaurants. Analysts say that most people often only visit theme restaurants once and don't come back. They have a kind of "been there done that" attitude to these establishments.

See what's hot in other markets for inspiration. Be first to market. Explore these two great resources for a little bit of inspiration:

SPRINGWISE.COM

Springwise and its network of spotters scan the globe for smart new business ideas.


QSRMAGAZINE.COM

One's To Watch is a monthly review of some of the hottest restaurant trends from US based Quick Service Magazine.

INSPIRATION

Take a look at what the big chain restaurants do, particularly because they spend a fortune on expensive market research and then implement it. If you are just at the idea stage, why not take a grand tour. This is the fun part.

If you are thinking about opening up a BBQ Restaurant, take a trip to the southern states of America. Rent a car and drive around, see the best and get ideas, collect sample menus and memorabilia and take lots of photos. Maybe even twin your new restaurant with one that you meet on your travels.



LIVE YOUR LIFE
AS A DREAM.
IF YOU DREAM
IT YOU CAN
MAKE IT.

Massimo Bottura

CHAPTER 4

How To Decide On A Location

Location, location, location - it can make or break a restaurant. Finding the perfect location is a time consuming and tedious process, but it's essential that you give it all the attention it deserves. Do not rush this decision, it is one of the most important ones that you will make. Wait until you have several prospective properties and then weigh your options carefully. Remember, once you sign the lease and open your restaurant, the one thing that is almost impossible to change, is your location.

You need to consider the following factors when choosing a location:

- Visibility and passing traffic (Foot and car)
- Parking
- Demographics
- Potential for outdoor seating
- Zoning
- Refurbishment required
- Freehold or leasehold
- Competition
- Complementary businesses located close by

Don't just get stats from the phone directories or the last census. Pound the pavement, check pricing, service, style, when are they busy and when they are not. Are there enough potential customers in the specific segment you are targeting to ensure you get your own share?

Finally, don't be afraid to open right next door to your competitors. In most businesses it is best to stay as far away from your competitors as possible. But in the restaurant business it is often best to stay as close as possible to your competitors, as your potential customers may have already decided that they are coming to this part of town to eat.

CHAPTER 5


To Buy Or To Lease A Location?

A key decision is whether to buy or rent property. For the new restaurant owner, the investment necessary to buy a property may be the deciding factor in this question. Buying a location is a major - and typically a long term - commitment, usually reserved for someone who has significant available capital.

The advantage to leasing is that it provides you with an opportunity to launch on a smaller budget. It may also offer an easier exit strategy if things don't work out.

The major advantage to owning a location is that you will not have to worry about a rent hike. In addition, as an owner you do not have to work within the parameters as set by a landlord, giving you more freedom to do what you want with your property.

The final consideration when buying any real estate is the projected value of the property. Will the price of the property appreciate or depreciate in the coming years? While the goal of most restaurant owners is to build a successful eatery, in the past the acquisition of prime real estate made ownership very rewarding.

A photograph of a restaurant interior. In the background, a large arched window with a grid pattern allows natural light to enter. Several dark, conical pendant lights hang from the ceiling. In the foreground, the silhouettes of people are visible at tables, and the outlines of round tables and chairs are seen. The overall atmosphere is warm and rustic.

TO ME, FOOD IS
AS MUCH ABOUT
THE MOMENT, THE
OCCASION, THE
LOCATION AND THE
COMPANY AS IT IS
ABOUT THE TASTE.

Heston Blumenthal

CHAPTER 6

Renting A Restaurant

Before renting a location, it is critical that you consult the property experts. A chartered surveyor will be able to advise you on the best sort of deal to suit your business needs and a solicitor will be able to advise you on legal points arising from the lease and the legal agreement between you and the landlord. Do not sign anything unless you completely understand it and agree with it. Here are some of the things you will need to think about:

The Rent

Not only what it will be when the lease begins, but how much it could go up by.

The Length Of The Lease

How long do you want to commit yourself to renting the premises. Remember that unless your landlord agrees that you can give up your lease or transfer it to someone else, you will have to pay rent for the whole period of the lease, even if your income dries up. Leases typically have agreements of between 1 and 25 years. Don't lock yourself into a long lease, at least not the first few years that you are in business. If your restaurant fails you don't want to be locked into years of rent.

Protection When The Lease Ends

Will you have the right to renew the lease when it comes to an end?

Quitting

How easily could you give up renting if you no longer need your premises or run into financial difficulties? Will you be able to transfer the premises to someone else? Will the landlord allow you to give up? Do you have the opportunity to 'break' (end the lease) at certain intervals? This would allow you to choose whether or not to continue renting the property.

Guarantees

The landlord may ask you for a financial guarantee, or may ask you to provide a guarantee for anyone who takes over your lease. If things go wrong, a personal guarantee could mean significant financial implications that may affect your personal life.

Restrictions

You must take into account restrictions imposed by the local authority that may affect your business e.g. delivery or loading times, rubbish disposal, parking, noise, lighting etc. Also, does the premises have an existing license to sell alcohol?

The Landlord

Is he or she someone you want to have a working relationship with?

The History Of The Property

Find out the history of the property and whether any other businesses have failed there and why. Was the property a restaurant before? Ask neighboring tenants for their input, will the space work for a restaurant. Is there suitable ventilation, services, power etc? Finally before renting a property, make sure you can get planning permission to make any changes you need to the property.

CHAPTER 7

Designing Your Restaurant

If you have the budget, use an interior designer. Make sure they have experience designing restaurants and have a portfolio of their work to show you. Emphasise to your interior designer the need to adhere to your budget and that your restaurant should run smoothly and look good.

Create a design that facilitates the movement of your employees in and out of the kitchen. This will help create seamless service. Also, can you incorporate an open plan kitchen? The public likes to see who is preparing their meals. This design also brings chefs out of the kitchen.

Don't just design a kitchen that works at the busy times. Make sure you can operate the kitchen just as efficiently when you are quiet and require less staff.

WWW.SMARTDRAW.COM

If you are just getting started, Smart Draw offers a really helpful free trial download program at www.smartdraw.com/downloads

Timestation iPad App

Track attendance on a tablet and monitor attendance from your smartphone.



CHAPTER 8

Designing The Menu

What Dishes Should You Offer And What Should You Skip?

The ideal restaurant menu offers a balance of unique dishes and old favourites. It also has the right food cost to maintain profits and can be easily reproduced in the kitchen during a busy dinner rush.

Avoid Food Fads On Your Restaurant Menu

You need to balance high and low food costs to for a reasonable profit margin. Unless you plan to get a Michelin Star, ensure your dishes are easy to prepare. Any menu items that have over fussy presentations can potentially bog down the kitchen staff during a lunch or dinner rush.

Items On A Restaurant Menu Should Be Versatile

Cross utilisation of menu items keeps food spoilage down and allows you to use ingredients in more than one dish.

Update Your Menu Periodically And Remove Items That Are Not Selling

Food cost, selling price and popularity of each menu item should be assessed regularly. This will help you to determine what items need to be removed or updated.

CHAPTER 9

Costs Of Setting Up A Restaurant

What are the costs involved in setting up a restaurant? There is no cast iron answer to this question, as each restaurant operation is different. Here are some of the most common start-up costs associated with developing a new restaurant:

- Obtaining a lease and professional fees
- Premises refit
- Kitchen fit-out, ovens, refrigeration, etc.
- Staff recruitment and uniforms
- Furniture, crockery, table cloths, flowers, pictures, etc.
- Signage
- Initial stock of food
- Launch marketing fund
- Working capital

Remember there are also a multitude of expensive 'hidden' costs involved with setting up a restaurant that many people do not consider. Make sure you have sufficient funds in reserve to provide you with six months of working capital. Many restaurants fail because they are under-capitalised.



AS A RESTAURATEUR,
MY JOB IS TO
BASICALLY CONTROL
THE CHAOS AND THE
DRAMA. THERE'S
ALWAYS GOING TO
BE CHAOS IN THE
RESTAURANT BUSINESS.

Rocco DiSpirito

CHAPTER 10

Equipment & Fit Out

Buying the kitchen equipment and fitting out your restaurant will probably be your biggest expense when starting up a restaurant. Look into buying second hand equipment. You may find that another entrepreneur's misfortune will contribute to your success.

Recently failed restaurants probably left the owners needing money to bail them out of debt. One way that these entrepreneurs recover finances is to dump their equipment quickly, often for far less than they paid for it.

Use this opportunity to get the equipment you need, and only what you need, at a fraction of the price. Look in the newspaper and online on classified ad sites to find where these sell-offs are happening.

Also can you get free equipment or equipment on loan from your suppliers? For instance, you could get Grab 'n Go display fridges from your cold beverage supplier or barista machines from your coffee bean supplier.

CHAPTER 11

Raising Finance

When writing a Business Plan, trying to convince anyone - either a bank manager or venture capitalist - to lend you the money to embark on your scheme is going to take more than a hazy idea sketched on the back of a pub napkin.

You need to be prepared, with a business plan, a presentation of your idea of how the business will work, and a realistic breakdown of costs. Only then will any investor take you seriously. The business plan should include:

- Start-up costs
- Fixed and variable operating costs
(Rent is fixed, Staff costs are variable)
- Forecasted number of covers and average spend.
(Best and worst case scenario)
- Analysis of the likely gross profit on food and wine
- Analysis of your likely break-even point
- A marketing and sales plan
- A plan of source of funding
- A budgeted monthly Profit & Loss and forecasted cashflow analysis.

A business plan is also vital in securing enterprise grants, investments and loans, which you will need when starting your business. Compiling your business plan can seem like the most difficult and the least exciting part of starting a new business, but it really is the most important.

CHAPTER 12

Restaurant Organisations

There are numerous trade associations for the food service industry. Most offer plenty of free advice and publish relevant trade magazines as well as great award ceremonies every year. These organisations can be very useful for new restaurants and managers for networking, advice and support.

Check out the following:

UK & Ireland

UKHospitality

www.ukhospitality.org.uk

UKHospitality is the leading hospitality trade association UK and represents the interests of the UK's hospitality sector.

The British Franchise Association

www.thebfa.org

The BFA is the voluntary self-regulating governing body for franchising industry. Becoming a franchisee or a franchisor? This is a great place to start.

The British Beer and Pub Association

www.beerandpub.com

The BBPA is the leading organisation representing the UK beer and pub sector. Their members account for 98% of beer brewed in the UK and own more than half of Britain's 54,000 pubs.

The Restaurant Association of Ireland

www.rai.ie

The RAI is the representative group for the Irish Restaurant Industry, providing a wealth of benefits and services to restaurant owners.

USA & Canada

The National Restaurant Association

www.restaurant.org

The NRA is a restaurant industry business association in the United States, representing more than 380,000 restaurant locations.

American Hotel & Lodging Association

www.ahla.com

The American Hotel & Lodging Association (AH&LA) is the sole national association representing all segments of the 1.8 million-employee U.S. lodging industry, including hotel owners, REITs, chains, franchisees, management companies, independent properties, state hotel associations, and industry suppliers.

National Coffee Association

www.ncausa.org

Whether your company is a roaster or importer, retailer or wholesaler/distributor, a company that provides services to the coffee industry or one that grows coffee or exports it to the United States, your NCA membership will give you all the information you need to stay on the competitive edge.

The Sustainable Restaurant Association

www.thesra.org

The SRA is a not-for-profit, nationwide, membership based organisation committed to promoting sustainability across the UK's restaurant industry, from high street chains to fine dining operators. The SRA provides restaurants with advice and support to help its members navigate the whole spectrum of sustainability issues.

Specialty Coffee Association

www.scaa.org

The SCAA has been at the forefront of developing and promoting specialty coffee and is committed to meeting the challenges of a rapidly changing industry by setting and maintaining standards, expanding our professional certification programs, conducting industry-specific research, and providing even more opportunities to connect, exchange, and work together so the industry continues to thrive.

Slow Food USA

www.slowfoodusa.org

Slow Food USA is part of the global Slow Food network of over 100,000 members in more than 150 countries. Through a vast volunteer network of local chapters, youth and food communities, Slow Food links the pleasures of the table with a commitment to protect the community, culture, knowledge and environment that make this pleasure possible.

Dont forget your provincial associations.

While not having the reach of a national association, there are multiple benefits to joining your local association, not to mention the level of understanding they will have for how businesses operate in your area and how best they can help. An example of this is the ORHMA in Ontario, Canada but you can easily locate your nearest organisation online if they are not already known to you.

CHAPTER 13

The Best Industry Trade Shows

There are numerous National and Regional exhibitions and trade shows for restaurant owners and managers. A great way to meet potential suppliers, partners and check out the competition, trade shows are also an important networking and education opportunity. Check out some of the following, and remember that times and locations may vary.

UK & Ireland

HRC – Hotels, Restaurants & Catering (formerly Hotelympia)
www.hrc.co.uk

Held every year in February/March at the Excel Centre in London and is one of the biggest of all the UK Restaurant shows – not to be missed.

Lunch
www.lunchshow.co.uk

Lunch is the UK's multi-award winning trade show for the food-to-go industry, attracting over 6000 trade buyers looking to source the very latest innovative products, keep up with industry developments and network.

The Restaurant Show
www.therestaurantshow.co.uk

The Restaurant show takes place in Earls Court, London every October. The line-up of

live events sees some of the UK's leading chefs demonstrate new and inspirational ideas. Restaurant Managers share their top tips on how to enhance business and Sommeliers and food experts offer advice on how to create that winning menu.

The Casual Dining Show

www.casualdiningshow.co.uk

Held at the Excel Centre in London The Casual Dining Show is the only UK trade show entirely dedicated to the casual dining sector. Created specifically for branded chain and independent restaurants, pubs and bars.

Caffe Culture

www.caffecultureshow.com

The Caffè Culture Show is the nation's leading gathering place for the café and coffee community, continuing to bring together all those who have a passion for pushing the industry forward. Held in June at the Olympia London.

The Source Trade Show

thesourcetradeshow.co.uk

The Source Trade Show provides the perfect mix of passionate producers, alongside the hottest hospitality and catering companies, and the freshest food service. From patisserie to pickles; from fish to frozen; from confectionery to convenience. Show is on in May every year.

North America

National Restaurant Association Show

www.nationalrestaurantshow.com

The National Restaurant Association runs an annual restaurant and hospitality industry trade show in Chicago, This Grand Daddy of them all takes over virtually the entire city for a week every year in May.

International Restaurant And Foodservice Show

www.internationalrestaurantny.com

This is a must-attend event for anyone involved in the restaurant, foodservice or hospitality industry. This show provides a chance to network with independent restaurant owners, QSR and quick serve establishment operators, caterers, bakers, chefs, and other from across all segments and concepts (bars, nightclubs, hospitals, hotels and commercial foodservice operations).

Louisiana Foodservice & Hospitality Expo

www.lra.org

The EXPO is a must for restaurant owners, managers, buyers, hotel food and beverage directors and many others. It's the only place in Louisiana to gain valuable industry knowledge and shop hundreds of companies under one roof.

The Restaurant Show Canada

www.rcshow.com

The Restaurant Show Canada attracts thousands of industry professionals and puts them face to face with exhibitors showcasing all their latest industry products. The show is overflowing with fresh ideas to help promote, grow and manage your business.

Fast Casual Summit

www.fastcasualsummit.com

This exclusive event has been created specifically for C-level executives, VPs, and Directors for restaurant operators in the fast casual and QSR segments.

CHAPTER 14

Some Great Websites

QSR Magazine

<http://www.qsrmagazine.com>

Packed full of useful articles, research, videos and news, QSR is one of the most popular and useful websites for restaurants owners and magazines.

Fast Casual

www.fastcasual.com

Whitepapers, the latest trends, webinars and more are all available from Fast Casual. The go-to website for news, events, trends and people in the Fast Casual restaurant industry segment.

FOHBOH

www.fohboh.com

FohBoh is a leading online professional community and social media company dedicated to the foodservice industry.

CHAPTER 15

Apps For Your Restaurant

If you're reading this eBook, you're probably already aware of the technology now available to restaurants and the service industry. Despite the industry being slow to adopt technology, things are beginning to change – nearly every restaurant now utilises a POS and some other form of software to run their operations smoothly and meet changing customer demands. Below are just some of our favorite apps available for managing your restaurant:

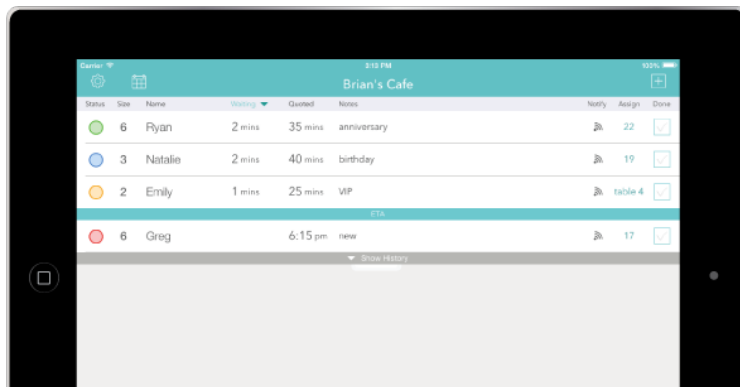
Clover POS | All In One P.O.S. System



A powerful, fully integrated Point of Sale and payment management system with a wide range of features including Apple Pay. With regards to hardware - terminal, printer, cash drawer and stand all come in one bundle. Open source software allows any developer to create additional software, bespoke to their specific needs.

"Clover replaces your cash register, payment terminal, receipt printer, and barcode scanner with an integrated suite of products. Accept credit cards, EMV, and Apple Pay. Get to know your business and your customers better with reports you can run at work or from home and applications that streamline your workload."

Waitlist Me | Free Restaurant Waitlist



Waitlist Me - formerly known as NoshList - is a waitlist management application for restaurants and other businesses that uses text and phone call notifications to alert parties when their table is ready.

"Waitlist Me makes managing waitlists, reservations, and appointments simple for all types of businesses. You can quickly add customers to a waitlist and reservations and see important details about the customer and how long they have been waiting at a glance. Then with a press of a button, you can send text and call notifications to alert customers when you're ready for them."

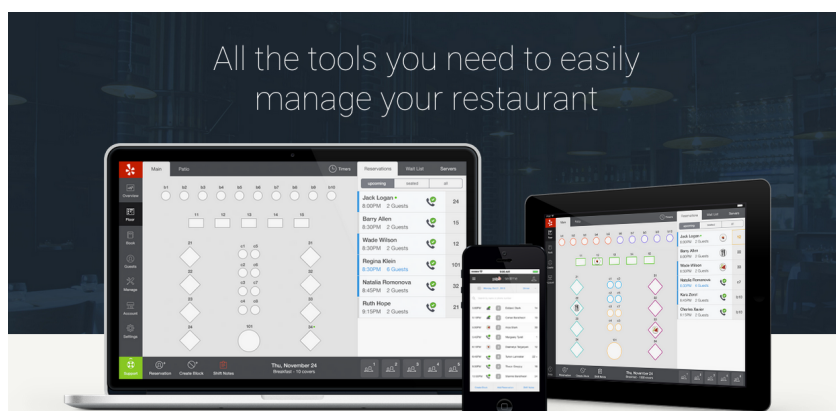
No Wait | Waitlist & Seating Tool for Casual Dining Restaurants



Easily manage seating with a customisable floor map, analytics, text notification and detailed analytics.

"With NoWait, you can see the current wait times for nearby places to eat, and put yourself on the waitlist of your favorite restaurant from anywhere, even if they do not take reservations."

SeatMe | Restaurant Reservations And Table Management



SeatMe allows you to take reservations from your website, Yelp profile, and social media pages, without paying any of those pesky cover fees.

"Keep tables full with an automatic waitlist for popular reservation times. SeatMe is only \$99 per month. That's it. No cover fees and no contract. So easy to use you can train your staff in minutes."

Review Trackers | All your online reviews in one central place



Reviews can make or break your business so its always good to be on top of them. Logging in to multiple websites to monitor and reply to reviews can be a pain so its nice when someone lets you do everything you need to, in one place.

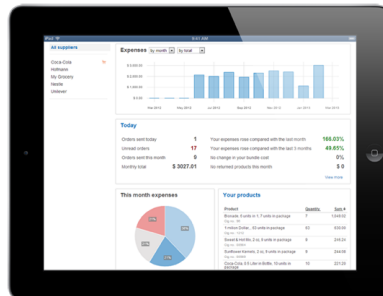
"Review Trackers helps you listen closely and respond promptly to what your customers are saying online. Robust reporting gives you the info you need to make intelligent decisions, respond to online reviews, and analyze your data"

Simple Order | Track And Manage Ordering

Real-Time Reporting Track your Expenditure

Instant access to daily and monthly personalized stats

SimpleOrder allows you 24-hour access to daily and monthly costs analysis set to your own prices and discounts, letting you easily track your business balance and make in-depth comparative quarterly, monthly and daily reports.



SimpleOrder

SimpleOrder's platform lets you keep track of all your orders, prices, invoices, credits and returns. It requires no installation and gives you and your team a centralised easy-to-use environment to connect with all your vendors, send orders and manage your inventory.

"Enjoy 24/7 real-time communication with your suppliers, get instant notifications on order status, product availability, prices and more. Reuse old orders, create templates, set delivery times and update according to delivery."

Snagajob | Hire Great Hourly Employees

snagajob

Hire great hourly employees
Get applications to your job now — over 4 million delivered last month

[Start hiring](#)

Your people are the most important part of your business. Finding great people can be a tough job. Thankfully Snagajob is here to make life a bit easier.

"Hiring for your restaurant, store or other business? Post your job on Snagajob and find qualified candidates in your area today.."

Belly | All the tools you need in one loyalty program



Besides having a great name, they also have a great app. I must have 20 loyalty cards jammed into wallet right now from various bars, coffee shops and restaurants. It would be nice to be able to get rid of them and just use my phone. Plus you might save some money by not having to print thousands of cards each month!

"Create and strengthen customer relationships with the world's best loyalty platform.."

Bizimply | iPad Time & Attendance and Employee Scheduling





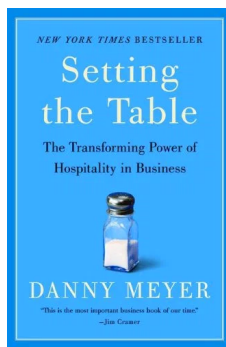
Ok, so I couldn't resist, but at Bizimply we can help you take control of your labor costs and improve daily communication with your teams across multiple locations. Bizimply allows you to quickly schedule your team across multiple locations, capture day-to-day information from each location, monitor attendance via our iPad app and prepare payroll in minutes not hours.

Simply sign-up for your free software demo today on bizimply.com/demo, and learn how Bizimply can transform your business's people and operations management.

CHAPTER 16

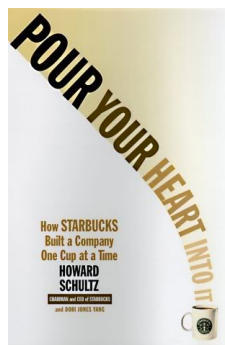
5 Great Books For Inspiration

Looking for more inspiration? Here are our top 5 books that every wannabe restaurant manager should read.



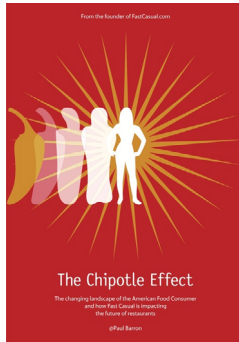
Setting The Table Danny Myers

Danny Meyers, founder of some of New York’s most successful restaurants, including Union Square Café, Shake Shack and Blue Smoke, shares the lessons he’s learned in a career spanning over 30 years.



Pour Your Heart Into It Howard Shultz

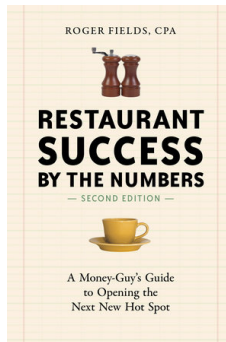
The incredible story of Starbucks’ meteoric rise to become one of the most successful brands in the world today. CEO, Howard Schultz details his experience of the principles that have shaped the ‘Starbucks Experience’.



The Chipotle Effect

Paul Barron

Driven by a newer, modern customer - Paul Barron, entrepreneur and founder of FastCasual analyses the changing landscape of restaurants in the US.



Restaurant Success by the Numbers

Roger Fields

Everyone loves an underdog and unlikely winner, but it doesn't happen very often. Restaurant Success by the Number equips owners and manager with the tools, tips, tricks and analytics to make it through that crucial first year, and beyond.



How To Open A Restaurant Without Losing Your Shirt

Brian Cliette

A guide for budding entrepreneurs and restaurant managers. Understand what it really takes to start a restaurant with this detailed guide and prepare yourself for the challenges ahead.

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