

# STARTING AND RUNNING A RESTAURANT (IDIOT'S GUIDES) BY JODY PENNETTE, ELIZABETH KEYSER



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Around 90% of all new restaurants fail in the first year of operation. Many owners think they have the perfect idea, but they have terrible business plans, location, or other issues. *Idiot's Guides: Starting and Running a Restaurant* shows budding restaurateurs the basics of honing in on a concept to gathering start-up capital to building a solid business plan. You will also learn how to choose a great restaurant location, select an appealing design, compose a fantastic menu, and hire reliable managers and staff. In this book, you get:

- Introduction to basic requirements of starting a restaurant such as time management, recognizing your competition, choosing your restaurant concept, and making it legal.
- Information on building a solid business foundation such as a solid business plan, a perfect location, where to find investors, and securing loans.
- Suggestions on how to compose the perfect menu, laying out the front and back of house and bar, and choosing the must-have necessities such as security alarms and fire prevention.
- Techniques on how to hire and train your staff, purchasing or renting supplies, understanding costs and setting up your financial office, and using social media as a marketing tool.
- Secrets for keeping your customers returning, running a safe restaurant, managing employees, and building your PR sales plan.
- Pre-opening checklists to ensure everything is ready by opening day. Operational checklists and forms a successful restaurateur will need to manage their restaurant.

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required reading

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excellent book should be read by everyone interested in restaurant business

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Very useful and comprehensive insight

By Maxence Mangin

Very useful and comprehensive insight. Unlike many other similar texts, Jody Pennette's *Starting and Running a Restaurant* guide provides clear, practical and instantly useful information.

It's the kind of advice only otherwise available from years of actually running a successful restaurant. Pennette covers a every aspect realistically, offering practical wisdom.

Strongly recommend to anyone involved in Food Services or Hospitality.

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