

7 TIPS FOR A SUCCESSFUL RESTAURANT



1. DEFINE A CONCEPT AND HIRE A GREAT CHEF

First and foremost, decide what your restaurant will serve and who your target customers are. Whether it's pizza, tacos, or Asian fusion, choose a concept and stick to it. This could very well be what it is known for, so choose wisely! Then, make sure you hire a rock star chef with many years of experience. Customers will often flock to a restaurant because they hear of a chef with a reputation for preparing unique and tasty creations.

2. SAVE MONEY FOR THE OFF SEASON SLUMP

It is important to save enough funds to keep your restaurant in business during a lull in traffic. Generally, new restaurant owners take eight to nine months before they break even. Make sure you save enough money until that period is over. Once you have broken even, it's still a good idea to have reserves stored up in case of an unforeseeable crisis.



3. CREATE AN EYE-CATCHING, MEMORABLE LOGO

Your logo represents your business. Make sure it is unique and dynamic enough to be used on street signs, ads, billboards, newspapers, business cards, websites, menus, and anywhere else you will market your restaurant. Try to avoid cliché images such as a chef's hat, dishes, silverware, etc.



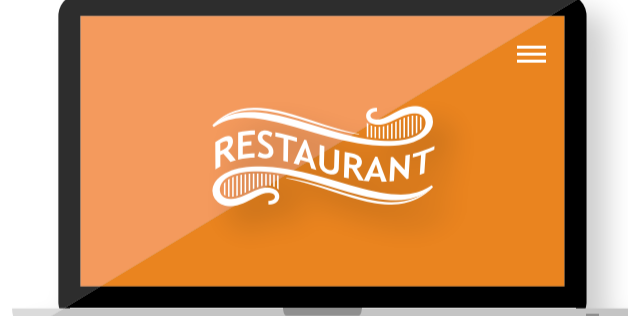
4. DESIGN A UNIQUE AND APPEALING MENU CARD

The first experience guests will have with your restaurant is your menu. Just like your logo, this is a tool for drawing customers in and can say a lot about your business. Make sure your menu is attractive, easy to read, and free of crumbs or stickiness for guests when they arrive.



5. DEVELOP A USER-FRIENDLY WEBSITE

When someone is looking for a new dinner spot, they first turn to the internet. Your customers will look to your website to book a table and review menus, so make sure it is simple, clean, and easy to navigate. Don't forget to include important information like your contact information, reservation details, menus, and more.



6. USE SOCIAL MEDIA AND KEEP UP WITH REVIEW SITES



Social media is one of the most effective (and free!) ways to promote your restaurant. Create pages for your business and post regular updates to keep customers engaged. Customers will also visit review sites like Yelp, Zomato, and OpenTable to see what others think of your restaurant. Be sure to keep those pages updated as well to make it easy to find your website and menu.

7. INVEST IN YOUR GUESTS

Your customers are guests in your restaurant, so treat them as such by offering the best experience possible. To be successful, you'll need to go above and beyond for every guest. That means you will need to invest in high-quality equipment and food. Train your staff to offer excellent service with a smile. Your guests will reward you by spreading the word about your business.

