Key restaurant elements

DEVELOPMENT & OPERATING

Key restaurant elements

- Brand Assessment
- Development
- R&D and Menu
- Training
- Human Resources
- Financial
- Operations
- Marketing
- Franchise
- Strategy, Tactics & Plan

Brand Assessment

- ▫ Concept development
- ▫ Points of distinction
- ▫ Inherent strengths and weaknesses
- ▫ SWOT

Development

- ▫ Demographic requirements
- ▫ Site requirements
- ▫ Target markets
- ▫ Site approval process (demos and P&L)
- ▫ Building proto & design elements (vendors)

R&D and Menu

- Products review
- Commodities & Purchasing
- Food safety
- Cost by item
- Pricing matrix (p-mix and margins)
- Menu development/design & process
- Promotions calendar

Training

- ▫ Manuals (hourly & management)
- ▫ Certification
- ▫ Testing
- ▫ Opening
- ▫ Training budget

Human Resources

- Staffing requirements (seasonalized)
- Recruiting
- Management
- Succession planning
- Bench for training positions
- Management schedule
- Labor law compliance
- Risk management

Financial

- P&L Proforma
- COGS
- Hourly labor
- Operating costs
- Hourly labor wage matrix
- Reporting & POS
- Occupancy
- Financing & Debt
- Budget

Operations

- Staffing
- Scheduling
- Shift Preparation
- Communication
- Service Standards
- Guest Interaction
- Product Quality
- Facility
- Success Measurement

Marketing

▫ LSM
▫ High ROI programs
▫ Current media review
▫ Internal POP
▫ Seasonal promotions
▫ Social media

Franchise

▫ Criteria
▫ Administration
▫ FDD
▫ Agreements
▫ Fees
▫ Real Estate, Building & Design
▫ Site Approval
▫ Opening, Operations & Training
▫ Marketing Support
▫ Inspection & Compliance
▫ Communication

Strategy, Tactics & Plan

- Operations
- Income statement
- R&D
- Marketing
- Real estate
- Concept development
- Growth
- Investment evaluation