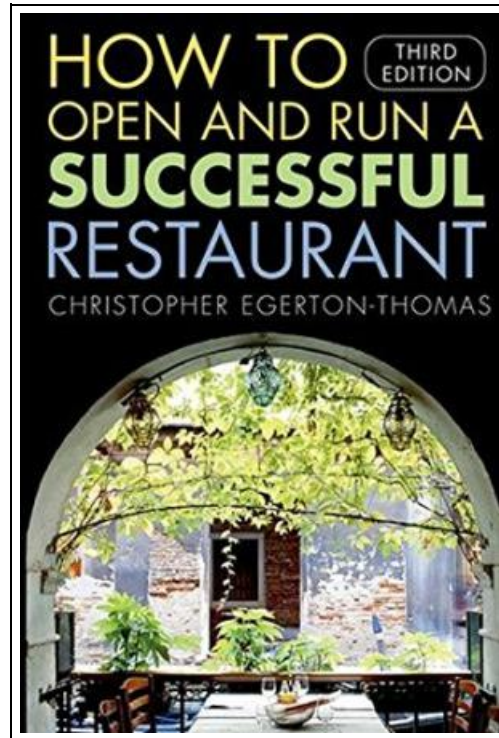


How to Open and Run a Successful Restaurant



Filesize: 5.21 MB

Reviews

*A brand new e book with a brand new standpoint. It really is simplified but unexpected situations in the 50 % of the publication. Your daily life period will likely be transform as soon as you full looking over this publication.
(Dr. Carmine Hammes)*

HOW TO OPEN AND RUN A SUCCESSFUL RESTAURANT



To get **How to Open and Run a Successful Restaurant** eBook, make sure you click the hyperlink under and download the ebook or have access to other information that are have conjunction with HOW TO OPEN AND RUN A SUCCESSFUL RESTAURANT ebook.

Wiley, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: INTRODUCTION.CHAPTER 1: HOW IT ALL BEGAN.A BRIEF HISTORY OF THE RESTAURANT INDUSTRY.THE MODERN INDUSTRY.EDUCATION.COOKING SCHOOLS.THE RISKS.REASONS FOR FAILURE.THE THEATER OF RESTAURANTS.WHO OPENS RESTAURANTS, AND WHY.SACRED MONSTERS.THE MASOCHISM FACTOR.THINKING POSITIVE-THE FUN SIDE.THE CASABLANCA FACTOR.CHAPTER 2: LOCATION.THE IMPORTANCE OF LOCATION.Mystical Factors.Country and Suburban Locations.Rent.HOW TO FIND PREMISES.The Neighborhood.Converting Premises.CHAPTER 3: WHAT KIND OF RESTAURANT?WHAT IS THE TARGET MARKET?Opening Hours.Which End of the Market?THEME RESTAURANTS.ENTERTAINMENT.Appealing to Different Age Groups.Mixed Business.ALCOHOL AND LICENSING.INSURANCE.TAXES.PRICING.WHO ARE THE CUSTOMERS?WHAT DO CUSTOMERS WANT?CHAPTER 4: RAISING THE MONEY.START-UP MONEY: HOW TO GET IT.Inheritance.Savings.Bank Loans.Small Business Administration.Loan Sharks.BUSINESS PLAN.THE PROS AND CONS OF PARTNERSHIPS.Multi-Partner Restaurants.Partnership Disasters.Con Artists.Working and "Sleeping" Partners.Friendships.Partnership Successes.An Ideal Marriage?FINANCIAL PLANNING.Bills.The Go Position.Foreclosure.BUYING A FRANCHISE.CHAPTER 5: EQUIPMENT AND DECOR.EQUIPMENT-OLD OR INHERITED.EQUIPMENT-NEW.THE WONDERFUL WORLD OF LAUNDRY.The Art of a Well-Set Table.Laundry Alternatives.DCOR.DESIGN.CHAPTER 6: THE BAR.PROS AND CONS.FOOD AT THE BAR.THE SERVICE BAR.STOCKING THE BAR.Bar Inventory.Cocktails.RESTRICTING INVENTORY.Beer on Tap.Sodas and Mixers.LIQUOR CONTROL.Types of Liquors.Wine.THE EFFECTS OF ALCOHOL.HELPFUL HINTS FOR BARTENDERS.Handling Drunks.Turning Away Unwanted Guests.Organizing the Bar.Dealing with Personal Issues.Protecting Against Dangers-of All Sorts.Serving the Drinks.CHAPTER 7: THE KITCHEN.PROFIT MARGINS.CHEF POWER.KITCHEN STAFF.DECIDING ON THE MENU.Menu Changes.Food Quality.Food Sources.Poney Foods.FOOD AND TASTE.DANGERS.COMPUTERS.GROCERY LIST.CHAPTER 8: THE DINING ROOM.SEATING POSITIONS.MUSIC.VENTILATION AND HEATING.RESTROOMS.CLEANLINESS.MENUS.VERBAL MENUS.DUTIES OF SERVERS.SYSTEMS FOR SERVERS.HELPFUL HINTS FOR WAITERS.KEEPING DINERS HAPPY.PAYMENT.CREDIT CARDS.PERSONAL HOUSE ACCOUNTS.TIPPING.To Pool or Not to Pool.Tipping Other than the Wait Staff.Pros and Cons of Tipping.STEALING.CHAPTER 9: HYGIENE, HEALTH, AND SAFETY.HYGIENE ISSUES.Food Contaminants.Cleanliness.Vermin and Exterminators.Health Inspections.Garbage and Sanitation.Typical Violations.Personal Hygiene.HEALTH OF RESTAURANT PERSONNEL.Alcohol Abuse.Overwork.Health Hazards.SAFETY.CHAPTER 10: PUBLIC RELATIONS.EXAGGERATED CLAIMS.THE NEED TO ADVERTISE.Placing an Ad.Using a Public Relations Firm.Celebrity Power.Special Deals.THE FOOD CRITICS.Reviews and Their Consequences.Bribes.DEALING WITH THE PUBLIC.MANAGEMENT QUALITIES.EMPLOYEE QUALITIES.PEOPLE STRESS (OR COMBAT FATIGUE).GREETING.RESERVATIONS.DRESS CODES.DRESSING THE ROOM.AVOIDING NASTY SITUATIONS.ROBBERY.SECURITY.CHAPTER 11: EMPLOYEES.FINDING HELP.THE EMPLOYEES' POINT OF VIEW.DRUGS.MANAGERS.CHAPTER 12: MAKING YOUR DE.



[Read How to Open and Run a Successful Restaurant Online](#)



[Download PDF How to Open and Run a Successful Restaurant](#)

You May Also Like



[PDF] The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program

Access the hyperlink listed below to get "The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program" file.

[Save ePub »](#)



[PDF] Runners World Guide to Running and Pregnancy How to Stay Fit Keep Safe and Have a Healthy Baby by Chris Lundgren 2003 Paperback Revised

Access the hyperlink listed below to get "Runners World Guide to Running and Pregnancy How to Stay Fit Keep Safe and Have a Healthy Baby by Chris Lundgren 2003 Paperback Revised" file.

[Save ePub »](#)



[PDF] TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)

Access the hyperlink listed below to get "TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)" file.

[Save ePub »](#)



[PDF] TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

Access the hyperlink listed below to get "TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)" file.

[Save ePub »](#)



[PDF] The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)

Access the hyperlink listed below to get "The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)" file.

[Save ePub »](#)



[PDF] Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers

Access the hyperlink listed below to get "Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers" file.

[Save ePub »](#)