

Building a Team of Restaurant Experts

- Hire a restaurant consultant
- Hire a restaurant insurance broker
- Hire a restaurant real estate broker
- Hire a restaurant accountant
- Hire a restaurant attorney

The Different Types of Restaurant Concepts

- Define restaurant concept

Defining Your Target Market

- Visit the competition to gather preliminary intelligence
- Organize preliminary intelligence into customer profiles
- Look at census data
- Gather psychographic and behavioral data
- Create buyer personas
- Revisit target markets after business plan draft

Restaurant Menu Ideas & Testing

Call the following professionals:

- Create a recipe master
 - Create a master list
 - Create a recipe list
- Develop menu ideas
 - By menu category
 - By competition
 - By market trends
- Perform cost analysis
- Perform competitive menu analysis
- Calculate recipe costs
- Test menu with others

Creating Your Restaurant Mission Statement

- Determine audience
- Brainstorm mission statement
- Write mission statement in long form
- Distill long mission statement into single paragraph
- Edit mission statement
- Check mission statement draft against criteria
- Get feedback

Choosing Your Restaurant Name

- Brainstorm restaurant name
- Review business goals
- Choose restaurant name
- Ensure name is not trademarked or copyrighted
- Ensure name is not similar to competitors
- Ensure name is easy to pronounce
- Get feedback on chosen restaurant name

Notes
