

26 THINGS TO DO TO PLAN A RESTAURANT

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There are two groups of people that read Food Industry News. The first are those fortunate enough to have made the commitment to operate a restaurant and they, at the present time, are engaged in doing so. The second group of readers are those who as yet have not had the opportunity to become an entrepreneur in their own right or to be employed by a mini chain or greater, to be involved in the planning of opening a restaurant. It's the second group of people that I am addressing these comments to now.

To open a restaurant could entail thousands of details but that would make it very cumbersome to include them in an article such as this so I am going to simplify and discuss the 25 major points that I deem necessary to successfully open a restaurant.

1. Pick a tentative area in which to establish a restaurant.
2. Determine whether that area can and will support a restaurant of the type that you wish to build.
3. Decide on what type of restaurant you want to build there.
4. Create a proforma or estimated first years operating statement to see what chance you have of being profitable in that location with your concept.
5. Review your finances and establish a minimum amount that you will need to achieve your project goals and then increase it by 25%.
6. If funds are needed, decide on how you are going to go about getting them and what help you will need to provide the documentation needed to borrow money.
7. Establish budgets for the following:
 - a. Construction or remodeling
 - b. Build-out
 - c. Site improvement
 - d. Furnishings
 - e. Fixtures
 - f. Equipment
 - g. Inventory of foodstuffs
 - h. Inventory of bar
 - i. Inventory of supplies
 - j. Professional fees
8. Select an architect.
9. Select a restaurant consultant.
10. Select a contractor.
11. Set a target date for beginning and a target date for ending.
12. Establish a pert chart of progress control chart.

13. Select the design and construction materials that you want.
14. Select the kitchen equipment that you want.
15. Select the dining room equipment that you want.
16. Select the decor equipment that you want.
17. Develop a labor schedule and labor budget.
18. Hire key people that you will need on your new operation.
19. Set up an inspection team to watch the progress of the construction and installation.
20. Plan your marketing strategy for the first three months that you are open.
21. Decide if you are going to have a grand opening and if so plan it down to the smallest detail.
22. Get your equipment up and running double checked.
23. Be sure all your menus are ready.
24. Be sure all your foodstuffs are ordered and supplies in bar.
25. Have your crew in for training and to set up the restaurant.
26. Open it up.

Following these short guidelines will allow you to organize your thoughts to achieve a higher level of efficiency, reduce the time necessary from planning to opening and provide your workforce with a well organized vehicle in which achieve the goals that you have previously established.

Following a well made plan will enable you to open within budget, maximize your market potential and be profitable as quickly as possible.

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