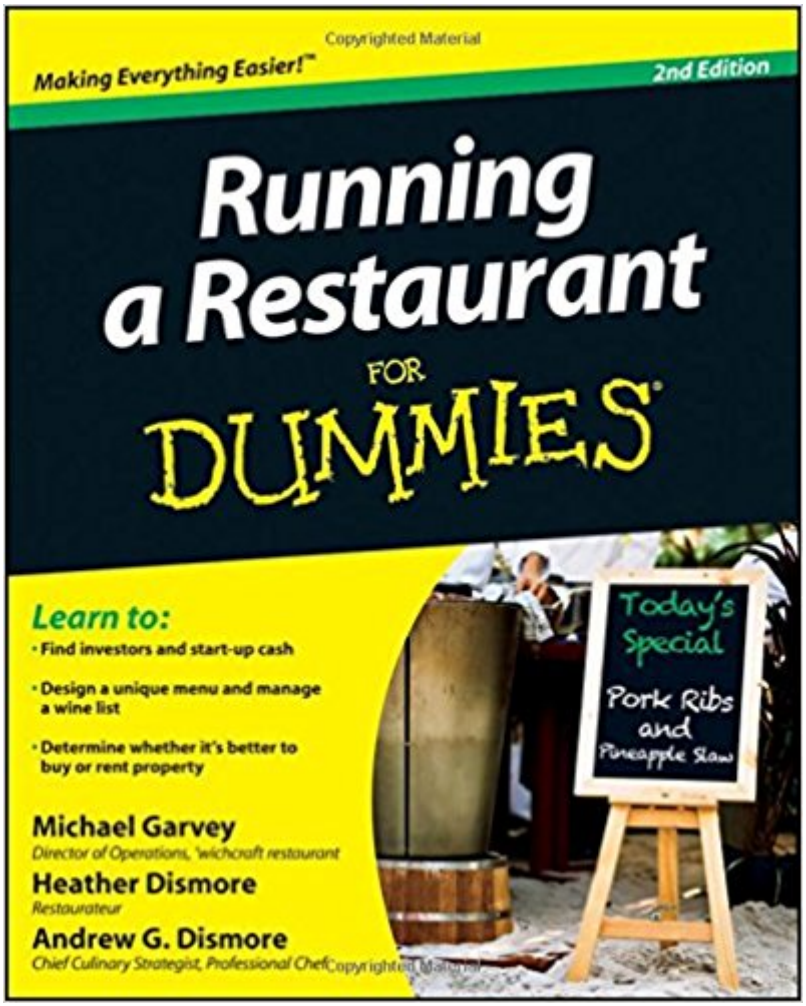
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# Running A Restaurant For Dummies




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## Synopsis

The easy way to successfully run a profitable restaurant Millions of Americans dream of owning and running their own restaurant Ã¢â ¬â • because they want to be their own boss, because their cooking always draws raves, or just because they love food. Running a Restaurant For Dummies covers every aspect of getting started for aspiring restaurateurs. From setting up a business plan and finding financing, to designing a menu and dining room, you'll find all the advice you need to start and run a successful restaurant. Even if you don't know anything about cooking or running a business, you might still have a great idea for a restaurant Ã¢â ¬â • and this handy guide will show you how to make your dream a reality. If you already own a restaurant, but want to see it get more successful, Running a Restaurant For Dummies offers unbeatable tips and advice for bringing in hungry customers. From start to finish, you'll learn everything you need to know to succeed. New information on designing, re-designing, and equipping a restaurant with all the essentialsÃ¢â ¬â •from the back of the house to the front of the house Determining whether to rent or buy restaurant property Updated information on setting up a bar and managing the wine list Profitable pointers on improving the bottom line The latest and greatest marketing and publicity options in a social-media world Managing and retaining key staff New and updated information on menu creation and the implementation of Federal labeling (when applicable), as well as infusing local, healthy, alternative cuisine to menu planning Running a Restaurant For Dummies gives you the scoop on the latest trends that chefs and restaurant operators can implement in their new or existing restaurants.

## Book Information

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## Customer Reviews

The easy way to successfully run a profitable restaurant If you’re an aspiring restaurateur, Running a Restaurant For Dummies covers every aspect of getting started, from setting up a business plan and finding financing to designing a menu and dining room. You’ll find all the advice you’ll need from picking the perfect location to attracting and keeping satisfied customers, and everything in between. This updated guide helps set the table for long lasting success in the restaurant industry. Make it or break it Ã¢â ¬â • find out if you have what it takes to thrive in the restaurant business, know your options, create a concept, and pick your name  Dot your i’s and cross your t’s Ã¢â ¬â • get the nitty gritty on finding the right location or making an existing location work, find financing for your new business, get the right permits and licenses, understand local laws, and legally protect yourself  Before you open the doors Ã¢â ¬â • get advice on hiring and training your staff, developing your menu and beverage program, setting up your kitchen and dining room, and purchasing and managing inventory  Get off the ground Ã¢â ¬â • discover helpful advice for maintaining your operation once it’s running, like keeping diners coming back and successfully handling customer service situations  Open the book and find:  Profitable pointers on improving the bottom line  The 411 on franchises  How to write a business plan  Where to look for financing Updated information on current laws and industry requirements  Information on setting up a bar and managing a wine list  Guidance on setting up the front (and back) of the house  Ways to use social media to market your restaurant  How to hire, train, and manage your kitchen and wait staff  Learn to:  Find investors and start-up cash  Design a unique menu and manage a wine list  Determine whether it’s better to buy or rent property

Michael Garvey is Director of Operations at ’wichcraft, a division of the renowned Craft restaurant corporation. Heather Dismore is a professional writer who has extensive experience in the restaurant business. Andrew G. Dismore is an award-winning professional chef.

To help a couple of clients I did bookkeeping for, I decided to use this book as a primer. Often I find Dummies books to be a great intro primer onto a new subject. However this book outlines this industry in direct terms and puts the issues this industry faces into focus.The author doesn’t sugar coat the problems inherent in this industry and is straightforward in how to tackle them. The book offers some very simple straightforward wisdom for dealing with suppliers, customers, cash flow,

planning, as well as look and presentation. I have seen these practices at work in successful business, and watch a client flail around for months aimlessly believing he was right. It wasn't until he took the time to actually read it that he began to turn things around. I highly recommend this book to anyone as an eye opener before you begin a business in this industry. I even recommend it for a few great insights into what your doing right now.

I hope they published how to go bankrupt for dummies and file for chapter 13. The restaurant was fun while it lasted.

This book was bought for my teenage son who wants to open a restaurant when he gets older. I thought it would be a good starting point for him. The book has quite a bit of useful information.

There is much in here that is applicable to any potential new business owner. The specific restaurant knowledge in here needs to be complemented with experience in the business, but the authors are not trying to replace experience with this book. It's a great book for helping one decide whether to take the plunge and open their own business.

It was sent to my son and he was disappointed. He want a book on running a restaurant but this book he said was more focused on starting up and running one instead of managing one.

There are so many details in successfully operating a restaurant, so it's not likely that any one book will cover it all. This book is pretty good and covering the most important components of operating successfully. The book is very weak on business plan so I would not buy it for business plan purposes, but it is a good read and it will help you remember all those important details.

The book has tons of information about running a restaurant but it can be dry and give some misguided tips about working in the restaurant industry.

This book makes the incredibly terrifying process of planning a restaurant relatively smooth and simple. It covers A LOT and is not boring or confusing at a ll to follow. My only critique is that sometimes I would like it to into more depth about certain steps but I suppose it is purposefully general in an attempt to cover all aspects of restaurateuring.

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