



STEP 1 PLAN

Developing a business plan is key when it comes to new restaurant startup success. Restaurant owners should have a clear picture of their goals, strategies, and budgets in order to determine and allocate resources properly.

Business Plan Should Include:

- Competitive and market research
- Restaurant concept/type
- Value proposition-determine unique attributes and competitive differentiators
- Restaurant name
- Website domain and social channels
- Preliminary projections for revenue and expenses
- Marketing plan with estimated date for opening

Evaluate Locations

- Evaluate foot and vehicle traffic
- Secure a lease or buy an existing building/restaurant
- Determine parking needs

Determine Financing

- Explore financial options
 - Personal savings
 - Secure a loan
 - Seek investors
- Set up business bank accounts
- Acquire a business credit card

Secure Permits & Licenses

- File for health permits
- Acquire signage permits
- Apply for any licenses your business needs
 - Business license
 - Food service license
 - Liquor license



STEP 2 DESIGN

Now that you have your overall plan in place, it's time to design your restaurant business. Keep your restaurant concept/type and audience in mind to create a layout, menu, and signage that all work harmoniously to reflect your brand.

Determine Layout

- Determine the layout of your kitchen, bar, and dining area considering flow of traffic and safety
- Design entry and waiting areas

Determine Menu & Suppliers

- Determine your menu
- Choose main dishes with future expansion in mind
 - Appetizers
 - Sides
 - Drinks
 - Desserts
- Research and choose suppliers based on ingredients, location and budget

Create Brand Identity & Marketing Elements

- Hire a graphic designer to create a logo and branding
- Design all branding elements your business needs
 - Signage
 - Menu
 - Website
 - Social channels



STEP 3 BUILD

With design aspects finalized, proceed with the opening process by ordering, building, and implementing the necessary elements of your restaurant.

Acquire Kitchen & Dining Equipment

- Order food and drink items
- Order all of the kitchen equipment you need
 - Kitchen equipment
 - Kitchen tools & supplies
 - Storage equipment
- Order all of the dining equipment you need
 - Dining tables
 - Seating
 - Tableware
 - To-go supplies
- Buy cleaning supplies

Evaluate Restaurant Technology

- Evaluate and select any restaurant technology your business needs:
 - Point-of-sale system
 - Phones
 - Payment processing system
 - Video surveillance equipment
 - Digital signage
 - Internet and IT requirements
 - Television and cable/satellite options

Hire Employees

- Consider all roles that need to be filled and volume needed per shift
- Create job descriptions
- Post jobs on company website and hiring websites
- Begin interview and hiring process
- Plan and implement a training program



STEP 4 LAUNCH

With your location furnished, kitchen stocked, and employees hired, restaurant owners can move forward with the moment they've been preparing for: launching your restaurant.

Host a Soft Opening

- Determine menu items offered
- Set a target date and length of soft opening
- Select attendees to be invited and send out invitations
- Debrief afterward, review/implement lessons learned

Promote Grand Opening

- Select a date for the grand opening
- Launch opening promotions
 - Signage
 - Advertising

Analyze and Adapt

- Track and analyze data reports on a regular basis
- Make labor, menu, inventory, and operational adjustments as necessary

Learn more about how the right restaurant management technology can help set you up for success. Request a demo at hungerrush.com/request-a-demo or contact a HungerRush restaurant POS expert at sales@hungerrush.com.