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How to Open and Run a Successful Restaurant

By Egerton-Thomas, Christopher

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.Phoney Foods.FOOD AND TASTE.DANGERS.COMPUTERS.GROCERY LIST.CHAPTER 8: THE...



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This book will not be effortless to start on reading through but very exciting to learn. It is amongst the most remarkable book i have got go through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

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