

HOW TO START A SUCCESSFUL RESTAURANT (ЯК РОЗПОЧАТИ УСПІШНИЙ РЕСТОРАННИЙ БІЗНЕС)

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У доповіді подано поради щодо відкриття ресторану та як зробити свою справу успішною.

There are a few important points to consider when starting a new restaurant.

Never start without the big three. No restaurant succeeds without a great chef, a great location, and a great concept. Your location should fit your concept. Your chef, or “talent,” must fit your concept, otherwise you’ll constantly deal with the most common word in the restaurant business: Drama.

Always overestimate your capital needs. Plan on having six to nine months of working capital from the start. You’ll be surprised by how quickly the expenditures add up and how much time it takes for a new place to grab hold and get regular customers. Never let initial success go to your head. Success is only determined years later.

Learn to love teaching. Bring in people from different places, including interns from culinary schools. If you are a good chef, don’t work in the kitchen much but get to help teach people.

Never be cheap where guests are concerned. The most important money you will spend is money that adds value to the guest. Do not go cheap on certain things like equipment, valets, or desserts. Spend money on the people already in your restaurant, because that’s the best way to generate genuinely positive word of mouth.

Focus on organization and systems of operation. Failing to put systems in place is one of the biggest mistakes an independent restaurant owner makes. Many restaurant owners don’t want to come off as corporate. But organization doesn’t kill the flow of creativity. Putting outstanding systems in place gives you the freedom to be creative.

Be ready to evolve, especially if you’re a chef. Many businesses are started by a craftsman with an idea for a product. Rarely does that idea become anything unless that person partners with someone with a complementary ability. Always look for people who are smarter than you. As a business owner the smartest thing you can do is partner with people who know things you don’t – and then give them a reason to care.