

# RESTAURANT OPENING CHECKLIST

This checklist covers 10 essential steps to the startup of a new restaurant – a map of how to get your new restaurant into orbit & stay there.

## IDEA

Every new restaurant project begins as an IDEA! Sometimes it's a passion project. Sometimes it's strictly business. But it ALWAYS begins on the back of a napkin.

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## PROFIT MODEL

How much does it cost to open? And once it's open, how does it perform? This is where a good restaurant consultant is worth their weight in gold. Make sure it all "works" on paper before taking the leap.

## BUSINESS PLAN

Beyond the numbers, the whole story of a business is usually needed to sway a municipality, convince a landlord or to encourage investment. A full color, graphic Concept Book can also help.

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## GET FUNDED

Use personal money to develop the materials needed to secure funding. Attempting to foot the whole bill or to secure debt or equity financing without doing your homework is virtually impossible.

## LOCATION

Typically, you develop your concept and then find a location that supports it. But sometimes you find a location first, and then develop a concept specific to the location. Either can work but make sure your pitch is professional.

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## DESIGN & CONSTRUCTION

Everything to date is what got the project here. Now it's time to design the machine and build it. Kitchen design, interior, flow, and guest experience – all come together during construction.

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## MENU DEVELOPMENT

Creating a menu is not simply about serving great food. It's about making sure it is engineered for profit, speed, ingredient cross utilization, and market demand.

## RECRUITING & TRAINING

Hire your leadership team early and involve them in the process. Then work on recruiting and training the rest of your staff well before opening to ensure everyone is ready to go.

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## SYSTEMS DEVELOPMENT

Create the structures that will keep the business running once it is open including ordering systems, production systems, service systems, operating routines and accountability structure.

## GRAND OPENING

Testing the new creation through mock runs is vital to ensure everything works as designed. Once it's right, have your Grand Opening! Turn it on and watch it make money.

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