



RESTAURANT ASSESSMENT

for existing restaurants



Are you maximizing your
restaurants profits
and dazzling your customers?



Take this
**Restaurant
Self-Assessment**
to learn where your gaps
are and where you have
huge potential for
business growth...

*Answer each question in as much detail as you can.
If you don't have an answer, indicate UNKNOWN.*

1) Describe your location (city, suburb, mall, etc..). What is your market area (where customers are coming from)? Describe your target customer (business people, casual diners, family, etc..).

2) Do you have more than one location? If so, distance between locations?

3) What is your restaurant's annual sales per location? Weekly sales?

4) Do you have regular loyal customers and what is their attraction to your restaurant?

5) How do you maintain their loyalty?

6) What are your Busiest days? What are your slow days – why? Do you close any days?

7) What meals do you serve each day (breakfast, lunch, dinner)? What are your Open Hours?

8) What are your Average number of Covers per day? How many table turns do you do on busy nights? Table turns on slower nights?

9) How many seats do you have?

10) Do you know what your daily “Break-Even” Sales number is?

11) Do you use a Point of Sale System? Brand _____?
How many terminals do you have in all your service areas? Do you have a guest paging system for busy nights?

12) What type of food/cuisine do you serve? Do you know what your most profitable items are? Are these most profitable items highlighted on your menu?

13) Do you have a professional menu design (not just pretty graphics but item placement)? How often do you change your menu?

14) Do you present “off the menu” specials? How often? Are these priced higher than regular menu entrees?

15) Do you regularly run a Product Mix report? Do you know what your biggest sellers are? Do you know what profit each menu item contributes?

16) Do you know what your food & beverage costs are each month?

17) Do you know what your overall labor cost is? Do you know your kitchen labor cost?

18) Do you know your Prime Cost?

19) Does your restaurant take regular inventory? Who takes the inventory and how often?

20) Do you have problems with theft, waste or spoilage?

21) Who does your ordering/purchasing?

22) Do you regularly compare pricing with multiple suppliers?

23) Do you routinely shop price for all other services you contract (credit card processing, linen, trash removal, landscaping, snowplowing, etc)?

24) Do you cover your tables with fresh linens? Is this necessary for your concept?

25) How many staff do you employ? On busy and slow nights?

26) How many cook stations do you have and how many staff are required to run your kitchen on busy and slow nights?

27) Do you have a Chef or a Kitchen Manager? Any other kitchen management?

28) Do you have an expeditor in the kitchen?

29) Do you hire an outside payroll company/bookkeeper or do internally? Who is responsible for running your office?

30) Do you know what your weekly payroll expense is?

31) Do you have a formal staff training program for both front of house and back of house? Briefly describe:

32) When you hire a new front of house person, do they get immediate shifts or do they shadow a veteran?

33) Do you have a staff “Recognition” program? How does it work?

34) Do you have loyal long-term staff or frequent turnover? What are the reasons for either?

35) Are you the General Manager or do you have managers in your restaurant? What are you/they responsible for?

36) Describe “morale” and team-spirit in your restaurant?

37) Is your restaurant Kid Friendly? What do you do to attract and entertain kids?

38) Do you have a bar? Do you serve liquor, beer & wine? If not, why?

39) How many seats in your bar?

40) Do you know your beverage pour cost? Do your bartenders free pour? Do you have an employee shift drink policy?

41) Do you have live entertainment? If so how often? Do you charge cover?

42) Do you sell any retail merchandise (logo items, foods to go)?

43) Do you have a customer “Affinity” incentive program?

44) Do you have a website with printable menu and up to date information? What is your URL?

45) Do you have a customer database for marketing purposes? If so, how do you communicate with your customer? What is the content? How often do you communicate?

46) Do you have a marketing plan that you follow? Do you know how much you spend for marketing/advertising each month? Do you know what marketing ideas are most-effective and cost-effective in your operation? Are you able to track any of your marketing efforts for Return on Investment?

47) Is your restaurant/staff involved in community good-will events?

48) Do you partner with other businesses to co-promote?

49) Are you an onsite owner/operator? How many hours do you spend in your restaurant? Are you happy with the amount of time you spend?

50) What is your primary role in the restaurant?

51) If you were to interview your customers about your restaurant, what would they say?

52) What are your greatest challenges in running your restaurant?

Knowledge is POWER.

Where are your gaps and what is your next step going to be?

Need effective Server Sales Training AND killer marketing ideas? Want to better analyze and optimize your financials? Want to grow a loyalty program or add a mug club? Are you ready to transform your restaurant into a cash cow? Join the *RESTAURANT ROCKSTARS ACADEMY* for all the tools and resources you need to do all of the above and so much more!

Wishing you the absolute best of success!

Roger Beaudoin, Founder
Restaurant Rockstars