



RESTAURANT ASSESSMENT

For New Restaurants



Will your new restaurant plan + concept be
set up to maximize your profits while also
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 concept in detail...ambiance, theme, attraction to the customer, etc...

2) Where is your potential location (city, suburb, mall, etc..).

What is your market area (where customers are coming from)?

Describe your target customer (business people, local residents, casual diners, families, youth, etc..).

Can you assign a percentage value to the numbers of each type of customer you hope to attract?

3) How many total seats are you planning for both sit-down or at a counter or bar?

4) Are there any requirements for city sewer or septic system that may limit the number of seats you plan? Do you have to pay extra money for sewer fees? Do you have to pay for water? Is the tap water drinkable or does it require treatment?

5) What meals do you plan to serve (breakfast, lunch, dinner)? What hours per day do you plan to open? Are your open hours set for maximum efficiency of revenue to labor cost?

6) How many people for each meal do you realistically think you can serve - again project this for breakfast, lunch and dinner (or just those meals you will serve)

7) What do you expect your per check average to be for each meal or day part ... meal and drink?

8) How many table turns do you expect for each meal you serve (breakfast, lunch, dinner)... or how many customers will you expect to serve for each meal of the day that you are open?

9) Based on the number of seats X number of table turns per meal served X per check average, what do you expect weekly sales to be?

10) Have you put any realistic revenue and expense projections together or a Pro-Forma Financial Statement?

11) Do you have a basic projection of what your daily "Break-Even" Sales Number needs to be to cover your costs?

12) What do you expect your Busiest days to be? Do you expect one or more slow days, if so which day(s) and why? Will you close any days?

13) Describe the main restaurant competitors in your neighborhood in any location you are considering and how many are there? Why do you consider them competition? Have you spent any time analyzing their operation (food, service, ambiance, price points, customer traffic at different times of day on different days? Why are these places successful? What can you learn from them that can benefit your business?

14) Are you confident you can effectively compete against these established restaurants and why? What do you think your concept's Competitive Advantages will be? What are the main 3 reasons customers will be attracted to your restaurant?

15) Imagine your restaurant in 5 years... what "Key-Success Factors" will keep you laser focused to build this "BRAND"?

16) Describe the theme of your restaurant in detail and the types of cuisine? Please send me your latest menu Will the menu be fixed or will you have occasional “off-menu” specials? If you have specials, will these be priced higher than regular menu items - why or why not?

17) Describe your ideas for the graphic presentation of your menu? Are you aware that the placement of higher profit items is critical to effective menu design?

18) If you proposed menu combines cuisines (American, Italian, etc..), have you considered the complications of creating different cuisines consistently? Who will cook the different cuisines and what will their qualifications be? Will there be a kitchen manager and an assistant?

19) Who will accurately Cost Out every menu item for “Profit per Plate”?

20) Will it be possible to “cross-utilize” menu ingredients/toppings, etc.. on multiple dishes to keep inventory turning over and to minimize waste and spoilage?

21) Who will do your ordering/purchasing? Will you learn to do this as a backup?

22) How do you plan to make purchasing decisions among different suppliers? Do you have an idea of “Quality, Grade or Specs” of the products you intend to buy? Can you shop suppliers for best price on comparable goods? Are there regional warehouses within truck driving distance of your location or do goods need to be shipped in at higher expense? Will you be able to routinely shop price for all other services you will need to contract (beverages, credit card processing, cleaning service, trash removal, etc)?

23) Will the size of your kitchen accomodate your menu ideas? How many cook stations will you need? Will you need many different specialty pieces of cooking equipment? Is equipment readily available either new or used?

24) Have you thought through your system of delivering food when orders are complete? Server pick up station and/or expediter?

25) Will you need expensive silverware, plates and servicewear or throwaway utensils, paper plates, foil and cups?

26) Do you plan to use a “Point of Sale” (POS) system to register orders and control the flow of food & drink through your restaurant? If so, have you thought about how many terminals and printers you will need based on the size of your staff and space?

27) Will you serve alcohol of any type? If No, why?

28) Will your business accept cash and credit cards? Do you believe your restaurant needs to accept American Express Cards?

29) What will your primary responsibilities be in running this restaurant? How many hours per week do you expect to work? Will you be able to take any time off? Who will run the restaurant in your absence?

30) Will you do all the hiring? Will good staff be difficult to find or is there a large labor pool - describe?

31) What will you look for in the staff you hope to hire? Do you have any policies, handbooks or procedures to deal with staff? Are there specific restrictions to firing employees?

32) Do you have a labor projection... How many staff will you need for each position for each meal you serve X wage per hour (busy and slow nights)?

33) Who will handle bookkeeping and payroll?

34) Will you allow anyone other than yourself to handle cash and if so, have you thought through cash controls and bank deposits?

35) Do you see children as important to the success of your concept - why or why not? Will your restaurant be “child friendly”?

36) Do any of your competitors have live entertainment? Will this be necessary for your concept? Do you plan to play recorded music in your restaurant? If so, what types of music will appeal to your customers?

37) Can you see the potential to sell logowear or retail merchandise with your brand?

38) Is there potential for a Delivery Service? If so, how much daily volume can you project versus sit-down or in-restaurant sales for both Delivery and Take-Out orders?

39) Some foods don't travel well and stay hot for delivery/ take-out. Have you given thought to which items travel best and how to keep them warm enroute during delivery?

40) Have you thought about "Branding" all of your food containers for delivery, take-out or leftovers?

41) Have you thought about a Marketing Plan, a customer Loyalty or Affinity Program? Any special promotions? Do you have a marketing budget?

42) Have you thought about the content and design of a website?

43) Will you create a customer database for marketing?

44) Do you see the potential of strategic partnerships with other local businesses that can drive customer traffic to your restaurant? What types of businesses are these?

45) If you were to interview your prospective customers about your future restaurant, what would you like them to say?

46) What personal strengths will you bring to the restaurant to help it succeed? What personal weaknesses might limit your restaurant's success and how will you overcome these?

47) What do you think your greatest challenges will be in running your restaurant?

Knowledge is POWER.

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

Want to set up systems to consistently analyze your financials?
Interested in growing a loyalty program or a mug club? Need Server
Sales Training AND killer marketing ideas?

Join the RESTAURANT ROCKSTARS ACADEMY for access to all the
tools and resources you need to do all of the above and so much
more! The ROI and peace of mind will be MASSIVE!

Wishing you the absolute best of success!
Roger Beaudoin, Founder
Restaurant Rockstars