

Come to think of it, there really are countless of great and unique restaurant business ideas out there just waiting to be discovered! This article was just meant to open the door for you and give you a little push! Again, with creativity, resourcefulness, and being wise with every decision you make, you are bound to create the best plan for your restaurant business.

BONUS TIPS

1. Daily reports

Tracking important information on a daily report will help you and your manager to operate each shift more efficiently. Reports make it easy for managers to manage the labor cost and inventory while meeting the sales goal for the day.

Daily sales report, menu item sales report, and hourly staff labor report are the most important items that need to be tracked on a regular basis.

2. Know who your target audience is

Be very clear on what type of target audience you want to attract. It would hurt your business to attract a high number of customers only to fall short in satisfying all of their needs.



Contributed tip from Howard Tinker of restaurantprofits.com.au

The best way to define who your restaurant's target audience is is to answer the following questions:

- What are their consumer criteria?
- What's their profession?
- What are their interests?
- What type of menu are you serving?
- What is the atmosphere of your restaurant like?
- Where is your restaurant located?
- What is the price range of the items in your menu?