

Make sure that your restaurant's style, concept, location, and price range will match with that of your target customer as these are big factors in determining who will be coming at your door.

3. Keep your menu description short and simple

Food descriptions in your menu should be enticing enough to make a guest want to order it but it's also important to keep it short and simple. No one really has the time to read a paragraph-long menu item description.



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4. Avoid price increases on your menu

This should not be an option at all, or if you really have to do it, make it your last resort. As much as possible, keep your affordable food prices as is. Guests tend to feel uncomfortable when they see that the old prices have increased.

Think of other ways you can avoid increasing prices. Perhaps work on your menu by reconstructing a dish using ingredients that are less expensive instead.

Control portions, order wisely, manage your staff and vendors. All these can contribute to food cost so make sure everything has perfect balance.

5. Take your employee recognition program online

Did you know that you can improve the visibility of your business's company values by sharing employee achievements online? This does not only encourage your staff to appreciate and inspire each other, it also amplifies engagement with your customers.

Take advantage of the fact that this generation spends a LOT of time on social media. You can reward your employees' achievements with something gift cards and have them post about it on social media.

Engagements like these will get employees excited about getting rewards and motivated to do well at their work too.

6. Cross-train your staff in related job functions

For better functionality, your staff should know how to perform each other's job duties. Your prep cook can be trained to saute or handle the grill. The busboys should also know how to run food to