

You should choose a location which meets specific physical characteristics that can be adapted to the requirements of the concept and budget of your restaurant.

### 2. Décor and design matters

Michael Shen, the restaurant reviewer and food photographer of [ImStillHungry](#) shares that customers also look at service and décor in your restaurant. While both are potentially ancillary next to food quality, it is these two aspects that can really seal the deal on making a memorable experience. This is [how Michael Shen rates restaurants](#).

If you are going to need professional help with the design and decor of your restaurant, Alexandra Morris, a Sydney-based Commercial Interior Design, added that it's important to always appoint a great designer that has a portfolio of hospitality projects.

Not only will they maximise the best use of your space they will guide you through the procedures involved with council regulations as well as making sure the overall design meets Australian Standards and food codes.



Taste Baguette's bakery and cafe designed by [Morris Selvatico](#).

### 3. Plan before doing fitouts and buying equipment

Before you plan your kitchen and the equipment that you require to fit it out, make sure you have a design and cost analysis of your menu and style of food offering.

Peter Giannakis of [www.thehospitalitycoach.net](#) said:

"I often see new business owners who were sold equipment they just didn't end up fully utilising. The style of food will also dictate the layout and workflow when designing your kitchen."

### 4. Space constraints shouldn't be a problem

If you think your space is not big enough, it's okay. Having an available seating under 10 is still a great way to cut costs not just on your fitout but also on the long-term costs of running your restaurant.

[Design your restaurant space](#) to give it a stunning and welcoming atmosphere. Make up for the space constraints by offering a "takeaway" service. This will help you spend less on staff and reduce the need for table service and clean up.