Developing a business plan is key when it comes to new restaurant startup success. Restaurant owners should have a clear picture of their goals, strategies, and budgets in order to determine and allocate resources properly.

**Business Plan Should Include:**
- Competitive and market research
- Restaurant concept/type
- Value proposition-determine unique attributes and competitive differentiators
- Restaurant name
- Website domain and social channels
- Preliminary projections for revenue and expenses
- Marketing plan with estimated date for opening

**Evaluate Locations**
- Evaluate foot and vehicle traffic
- Secure a lease or buy an existing building/restaurant
- Determine parking needs

**Determine Financing**
- Explore financial options
  - Personal savings
  - Secure a loan
  - Seek investors
- Set up business bank accounts
- Acquire a business credit card

**Secure Permits & Licenses**
- File for health permits
- Acquire signage permits
- Apply for any licenses your business needs
  - Business license
  - Food service license
  - Liquor license

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**New Restaurant Checklist: Ensuring Success**

**STEP 2
DESIGN**

Now that you have your overall plan in place, it’s time to design your restaurant business. Keep your restaurant concept/type and audience in mind to create a layout, menu, and signage that all work harmoniously to reflect your brand.

**Determine Layout**

- Determine the layout of your kitchen, bar, and dining area considering flow of traffic and safety
- Design entry and waiting areas

**Determine Menu & Suppliers**

- Determine your menu
- Choose main dishes with future expansion in mind
  - Appetizers
  - Sides
  - Drinks
  - Desserts
- Research and choose suppliers based on ingredients, location and budget

**Create Brand Identity & Marketing Elements**

- Hire a graphic designer to create a logo and branding
- Design all branding elements your business needs
  - Signage
  - Menu
  - Website
  - Social channels

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With design aspects finalized, proceed with the opening process by ordering, building, and implementing the necessary elements of your restaurant.

**Acquire Kitchen & Dining Equipment**
- Order food and drink items
- Order all of the kitchen equipment you need
  - Kitchen equipment
  - Kitchen tools & supplies
  - Storage equipment
- Order all of the dining equipment you need
  - Dining tables
  - Seating
  - Tableware
  - To-go supplies
- Buy cleaning supplies

**Evaluate Restaurant Technology**
- Evaluate and select any restaurant technology your business needs:
  - Point-of-sale system
  - Phones
  - Payment processing system
  - Video surveillance equipment
  - Digital signage
  - Internet and IT requirements
  - Television and cable/satellite options

**Hire Employees**
- Consider all roles that need to be filled and volume needed per shift
- Create job descriptions
- Post jobs on company website and hiring websites
- Begin interview and hiring process
- Plan and implement a training program
New Restaurant Checklist: Ensuring Success

**Host a Soft Opening**
- Determine menu items offered
- Set a target date and length of soft opening
- Select attendees to be invited and send out invitations
- Debrief afterward, review/implement lessons learned

**Analyze and Adapt**
- Track and analyze data reports on a regular basis
- Make labor, menu, inventory, and operational adjustments as necessary

**Promote Grand Opening**
- Select a date for the grand opening
- Launch opening promotions
  - Signage
  - Advertising

With your location furnished, kitchen stocked, and employees hired, restaurant owners can move forward with the moment they’ve been preparing for: launching your restaurant.

Learn more about how the right restaurant management technology can help set you up for success. Request a demo at hungerrush.com/successfulrestaurant or contact a HungerRush Restaurant Management System expert at sales@hungerrush.com