

# Restaurant And More: Entrepreneur's Step By Step Startup Guide

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Restaurant sales are expected to hit \$511 billion this year. More people than ever are dining out. Average Joes are becoming "foodies" after exposure to the celebrity chefs and exotic ingredients on TV's Food Network. Busy consumers don't have the time or inclination to cook--they want the flavor of fresh bread without the hassle of baking. They want tasty, nutritious meals without dishes to wash. More and more singles, working parents and seniors are demanding greater convenience in buying their meals and are turning to operations that provide that convenience. As you can see, there's never been a better time to open up your own restaurant. In this extensive guide, you learn the latest food trends, what the competition looks like, how to research your potential customers, the basics of setting up a dining room and kitchen, how to find a great location, how to leap over regulatory hurdles in the industry, and how to find the best people to staff your business. Here's everything you need to consider when starting your own restaurant, pizzeria, coffeehouse, delicatessen, bakery, or catering business. Among the many topics covered are:

Set-up equipment  
Inventory  
Staffing  
Legal structure  
Location  
Permits  
Sanitation  
Marketing  
Financial management

This guide is fully updated with the newest trends in menu items, decor and themes, plus recent market statistics and forecasts. Interviews with successful eatery owners show how others have made their food business dreams come true. So whether you decide to keep it simple with a sandwich-and-salad operation, dazzle event guests with your catered cuisine, create a cozy neighborhood java joint, or make a splash with a four-star bistro, we've got the information you need to be a success.

**The First Three Years**

In addition to industry specific information, you'll also tap into Entrepreneurs more than 30 years of small business expertise via the 2nd section of the guide - Start Your Own Business. SYOB offers critical startup essentials and a current, comprehensive view of what it takes to survive the crucial first three years, giving you exactly what you need to survive and succeed. Plus, you'll get advice and insight from experts and practicing entrepreneurs, all offering common-sense approaches and solutions to a wide range of challenges. Pin point your target market  
Uncover creative financing for startup and growth  
Use online resources to

streamline your business plan Learn the secrets of successful marketing Discover digital and social media tools and how to use them Take advantage of hundreds of resources Receive vital forms, worksheets and checklists From startup to retirement, millions of entrepreneurs and small business owners have trusted Entrepreneur to point them in the right direction. Well teach you the secrets of the winners, and give you exactly what you need to lay the groundwork for success.BONUS: Entrepreneurs Startup Resource Kit!Every small business is unique. Therefore, its essential to have tools that are customizable depending on your businesss needs. Thats why with Entrepreneur is also offering you access to our Startup Resource Kit. Get instant access to thousands of business letters, sales letters, sample documents and more all at your fingertips!Youll find the following:The Small Business Legal ToolkitWhen your business dreams go from idea to reality, youre suddenly faced with laws and regulations governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, youll get answers to the how do I get started? questions every business owner faces along with a thorough understanding of the legal and tax re Publisher: Entrepreneur Press Illustration: N Language: ENG Title: Restaurant and More: Entrepreneur's Step by Step Startup Guide Pages: 01086 (Encrypted EPUB) On Sale: 2012-07-15 SKU-13/ISBN: 9781613082218 Category: Business & Economics : Entrepreneurship

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