

# 7 PILLARS OF PROFIT RESTAURANT FORMULA CHECKLIST

## PEOPLE MANAGEMENT

- Understanding people** - You are required to deal with coworkers, customers, suppliers and competitors from all kind of backgrounds, genders and ages. Misunderstandings and conflict can easily happen.
- Leadership** - Visions not hopes. Vision creates direction; write down a vision statement to synthesize your thoughts.
- Training** - Must be an on-going process. Conduct training sessions either monthly, weekly or daily on important areas of knowledge. Focus on teambuilding, selling and up-selling, wines and spirits and remember to do the training required by law.

## RESTAURANT ROLES AND DEPARTMENTS

- Roles and jobs descriptions** - It is very important to have a very well organised and clear definition of who is doing what in your organisation if you want to really be successful at running a restaurant.
- Common departments** - Reception & hosts; dining room; bar and kitchen.

## FINANCE

- The profit and loss (P&L)** - Must have in place a system to ensure your P&L is being produced on time and is accurate. Aim to produce your P&L monthly, for your review and possibly your team's information.
- Cash flow** - Must have a highly effective system for tracking the cash coming in and the cash going out. Don't forget to have a clear plan for the cash that will need to be expended at a later time.
- Food cost & menu price** - There are a number of things that affect your final menu prices; in order to do it right, you need to know the exact cost of the row item, and the desired percentage of the cost, usually 30%.
- Staff cost** - An average of 25%.

## MARKETING

- Marketing plan** - Get the marketing plan right and a good understanding of your potential customers and be clear on why they make decisions to buy from you and not from someone else.
- Word of mouth** - The most powerful way to ensure your restaurant is busy and you will eventually be successful and popular is to have happy customers that do the advertising for you.
- Human & public relations** - Ensure that there are a great number of guests whom like you and want to be with you. Talk to them. Ask them questions about their life and what they like and dislike. Give them a sense of ownership, but always be honest and credible.
- Gain repeat guests** - This is the most challenging marketing goal to achieve, but is the most powerful and will definitely increase your profit; when regulars know your product already they are more likely to spend and trust you more.

## PLANNING

- Planning** - Consider to be the best up-front investment in restaurant success. By having a clear planning process, you will get better results.
- SWOT analysis** - Help you to identify and record internal and external factors that are favorable and unfavorable in achieving your objectives.

## TIME MANAGEMENT

- Goal setting** - Set specific goals by following the easy smart formula.
- Prioritizing** - Use the ABCD prioritizing tourniquets.

## RESTAURANT STRESS MANAGEMENT

- Life & work balance** - Understanding your responsibilities. Take control of your thoughts, emotions and how you deal with problems.
- Problem solving** - Deal with problems effectively and fast. Problem solving can be taught and developed. Follow your own system.
- Learning** - Gives you and your team confidence, knowledge, security and keeps us always in motion.