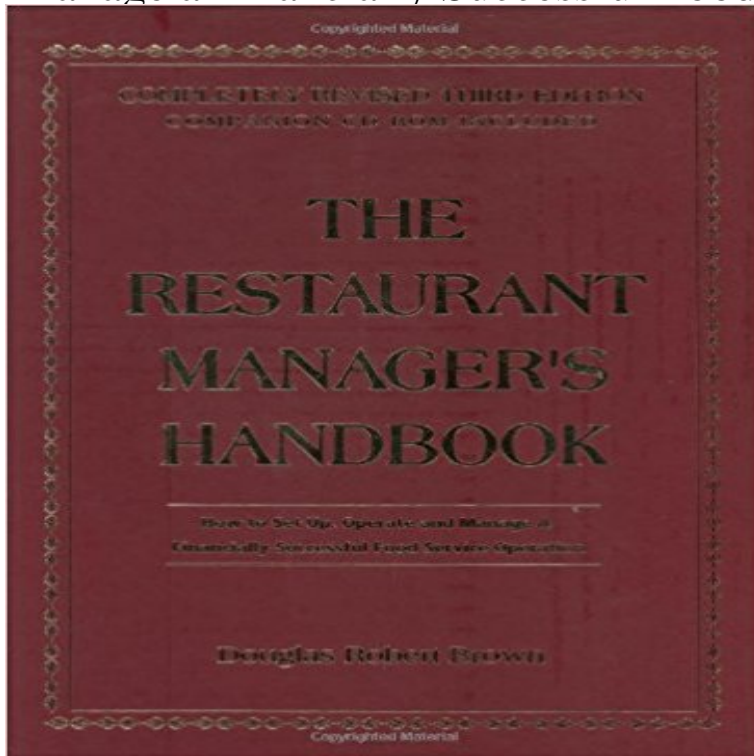


The Restaurant Managers Handbook: How to Set Up, Operate, and Manage a Financially Successful Food Service Operation



This comprehensive and massive 600 page new book will show you step-by-step how to set up, operate, and manage a financially successful foodservice operation. The author has left no stone unturned in explaining the risky business of running a restaurant. Operators in the non-commercial segment as well as caterers, and really anyone in the food service industry will find this book very useful. The book's nineteen chapters cover the entire process of a restaurant start-up and ongoing management in an easy to understand way, pointing out methods to increase your chances of success, and showing how to avoid the many common mistakes that can doom a start-up. The new companion CD rom contains all the forms demonstrated in the book for easy use in a PDF format. While providing detailed instruction and examples, the author leads you through finding a location that will bring success, learn how to draw up a winning business plan, how to buy and (sell) a restaurant, franchising, basic cost control systems, profitable menu planning, sample restaurant floor plans & diagrams, successful kitchen management, equipment layout and planning, food safety & HACCP, successful beverage management, learn how to set up computer systems to save time and money, learn how to hire & keep a qualified professional staff, brand new IRS tip reporting requirements, managing and training employees, generate high profile public relations and publicity, learn low cost internal marketing ideas, low and no cost ways to

satisfy customers and build sales, learn how to keep bringing customers back, accounting & bookkeeping procedures, auditing, successful budgeting and profit planning development, as well as thousands of great tips and useful guidelines. The extensive resource Guide details over 7,000 suppliers to the industry, this directory could be a separate book on its own. This Restaurant Managers Handbook covers everything that many companies pay consultants thousands of dollars for. This book is also ideal for professionals in the hospitality field as well as newcomers who may be looking for answers to cost containment and training issues. There are literally hundreds of innovative ways demonstrated to streamline your restaurant business. Learn new ways to make the kitchen, bars, dining room, and front office run smoother and increase performance. Shut down waste, reduce costs, and increase profits. In addition operators will appreciate this valuable resource and reference in their daily activities and as a source of ready-to-use forms, web sites, operating and cost cutting ideas, and mathematical formulas that can be easily applied to their operations. Highly recommended!

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