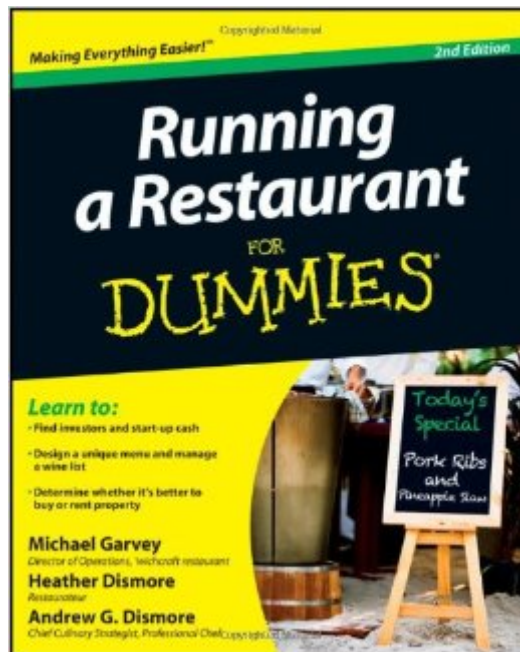


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# Running A Restaurant For Dummies



## Synopsis

The easy way to successfully run a profitable restaurant Millions of Americans dream of owning and running their own restaurant â ” because they want to be their own boss, because their cooking always draws raves, or just because they love food. Running a Restaurant For Dummies covers every aspect of getting started for aspiring restaurateurs. From setting up a business plan and finding financing, to designing a menu and dining room, you'll find all the advice you need to start and run a successful restaurant. Even if you don't know anything about cooking or running a business, you might still have a great idea for a restaurant â ” and this handy guide will show you how to make your dream a reality. If you already own a restaurant, but want to see it get more successful, Running a Restaurant For Dummies offers unbeatable tips and advice for bringing in hungry customers. From start to finish, you'll learn everything you need to know to succeed. New information on designing, re-designing, and equipping a restaurant with all the essentialsâ ”from the back of the house to the front of the house Determining whether to rent or buy restaurant property Updated information on setting up a bar and managing the wine list Profitable pointers on improving the bottom line The latest and greatest marketing and publicity options in a social-media world Managing and retaining key staff New and updated information on menu creation and the implementation of Federal labeling (when applicable), as well as infusing local, healthy, alternative cuisine to menu planning Running a Restaurant For Dummies gives you the scoop on the latest trends that chefs and restaurant operators can implement in their new or existing restaurants.

## Book Information

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## Customer Reviews

My Mom ordered this book for me, as I was thinking of owning my own place. I have been in the restaurant business for several years, as a worker, and as a cook, and as a store manager. I thought I knew pretty much all I needed to know, but after reading this book, I am amazed at just how much MORE I needed to learn! This book has given me much more insight to more ways of obtaining the funds for starting out, and all the different things needed to know for employee hiring, inventory, money management, and even how to find the best location! The book is also very true and realistic as to the difficulties occurred along the way to owning, and running a successful business. Thanks a lot "Books for Dummies" people for getting this book on the market. I know it will help a lot of folks who are thinking about opening their own restaurant. I am ready and anxious to get going on the road to owning my own pizza restaurant! Look for my place, SOON! L. Vanderhoek & Eric Vanderhoek

When my wife and I decided three months ago to open our own restaurant, this book was our very first purchase. If you're thinking of opening one, it should be yours, too. "Running A Restaurant For Dummies" is packed with useful tips on starting and running a restaurant: things like choosing your "concept", creating a menu, selecting the right staff and building a loyal clientele. It's an easy read, with everything broken down into easily digested chunks and plenty of funny anecdotes along the way. The authors do a good job of getting across the glamour and the drudgery of the restaurant business, and most important, they get across the message that the restaurant business is just that, a business. Cashflow, inventory, marketing, hiring and firing -- take it from me, you'll spend at least as much time worrying about this stuff as you will about the food. I must have bought a dozen books on the restaurant business before we opened. This was the only one I read cover to cover. Five weeks after opening, we're doing great business and getting great reviews. We regularly have to turn people away on Friday and Saturday nights. At least part of that success we owe to this book. Thinking of starting a restaurant? Buy this book. It's the best fifteen bucks you'll ever invest.

I have over 28 years in the restaurant business and I am finally preparing to open my own restaurant and this book has become my personal bible. The authors really know what they are talking about and they give you all the tools to help you open a successful business. I would highly recommend this book to anyone.

This is a good book! I've always wanted to open a restaurant and within the last year my life has changed to the point where I could make that dream a reality. I refer to restaurant ownership as a

"mid-term" goal, meaning it's probably at least 1-3 years in the future, but in the meantime I have been doing all the research I can, and almost as a joke I mentioned to a friend of mine that, "Wouldn't it be funny if a book was out there like 'Restaurants for Dummies'?" We looked on , and voila! There really IS one!After reading this, I admit, I picked up more than a few helpful hints and insider suggestions I did not know. This book cannot turn you into an experienced restaurateur overnight, but, as I've been impressed to learn again and again when referring to the `Dummies' series, it's more than just lightweight fluff sandwiched between two covers. I'd recommend this book to anyone interested in learning about the inner workings of the restaurant business, and especially for those (crazy types like me) thinking of getting into this (high-risk, often low-yield, hard-work required) profession.

I run a food truck and have at times considered opening a brick and mortar restaurant. After 3 years doing food service and catering, I have made some massive mistakes. Some of these very mistakes are highlighted in this book. Just as with all of the Dummies series they break down what to look out for. There is NO WAY a book can cover everything that can and does go wrong with owning a restaurant, however, this book does mention some of the biggest pitfalls to lookout for. Most restaurants fail, and the odds are not in your favor to even open one. Know that, going into this venture with at least a bit of knowledge can and will help you greater than the cost of this book. As always a light-hearted tone makes reading a Dummies book a joy. Do your research, read, study, watch videos. Sit down and THINK HARD if you want to go ahead with this! Good Luck for sure!

For a dummy series book, this one is quite nice. It really covers all the lines and dots on what you need to look out for when running a restaurant. I bought this book for a friend of mine who recently opened a Yogurt shop. He really had no experience running a yogurt store so I got this book for me to have some intelligent questions to ask and help him. It covers from before you go into the business to the time after you are in business. The preplanning issues, funding issues (the most critical part), the daily operations, the food supplies, the management issues. It's practical and it offers a quick glance of what one would need to know before running a restaurant. I am surprised this book can actually train a dummy into a genius. Recommended.

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