

Quick Start Guide and Table of Contents

Author's Forward

Chapter One: Be Careful What You Wish For!

The Hotlist of Things You Need for Success

The Recipe for Your Business Plan

Putting Butts in Seats

Is food what really drives the restaurant business?

Chapter Two: The Numbers

What should I make?

The Industry Averages

Going Broke Profitably

Cash Flow vs. Profitability

Franchise or Independent

Buying an Existing Operation

Chapter Three: Cheating the Statistics - Increase Your Chances for Success

Location

Choosing Your Staff

Marketing Your Product

Chapter Four: The Food

The Subjectivity of Food Quality

Consistency

Building Distinctive Flavors

Menus Mean Profits

The Junkyard Dog - Name it and claim it!

Developing Recipes

Chapter Five: Your Staff

Building Your Team

Finding the Right People

Training - Round Pegs Fit in Square Holes

Training Pays Big Dollars

Chapter Six: The Stage is Set, Everyone Knows Their Lines, The Curtain Goes Up, There's No One in the Theater

Marketing
Communicating Your Message
Selling Your Product
Delivering Your Product

Chapter Seven: 100 Ways to Increase Sales and Market Your Business

Using the 100 List
Here's the Beef - 1 through 100
The Best of the Best
Case History
100% Guarantee
If It Ain't Broke - Fix it Anyway

Chapter Eight: Nothing New to Learn - A Case History

Penny Ante Poker
The Biography of a New Restaurant
Finding the Road Back

Chapter Nine: The Techno Chef

Technology, Computers and Your Restaurant
POS Systems
Business Management
Financial Data
The Internet
The Future

Chapter 10: Turning Your Dream into Reality

Step One - Your Business Plan
Step Two - Put an Action Plan to Work
Step Three - Do a Mock Opening
Step Four - Start All Over

Chapter 11: Final Thoughts

The Forms and Examples Appendix