

Opening a restaurant essay example

[Business](#), [Customers](#)



[Author Name(s), First M. Last, Omit Titles and Degrees]

[Institutional Affiliation(s)]

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Restaurant is a very lucrative market and the current trends in restaurant industry are very economical. Considering the fact that most families have double income, where both, the male and female work for the betterment of the family, they are in turn having less time, and capacity to cook for themselves. Given a choice people will love to eat out, especially in a good restaurant that caters to their needs. Every block these days has a different restaurant that fulfills the hunger needs of different customers. Opening a restaurant involves time, endurance and lot of effort, and this effort must be inclined towards meeting the budget and artistic terms. This paper describes how my new restaurant will be and the ways I plan to exceed customer expectations.

Restaurant Description

My hometown has a lot of colleges, universities, schools and majority of the population is into local business. My restaurant will be located nearby a junction where four roads meet. This location is considered as a major business hub as numerous people visit this place on a daily basis. My restaurant will provide table service, take away and delivery to home or office. The entrance of my restaurant will have lovely flowers of variety, which itself is appealing. There will be emcees who would greet the customers, present them with a rose and escort them to the seats. The waiters and waitress will be well trained in customer etiquettes, which is one

of the main requirements for a successful restaurant business. Cleanliness is a factor that attracts customers to the restaurants, and the restaurant will ensure to keep the tables, floor, bathrooms and toilets clean, which will be supervised every hour by maintaining a log. The taste of food draws customers again and again, feedback will be taken from the customers on the quality of food to improve it further. Vehicle parking space will be provided for the people who drive in, as people also think about parking their vehicles when they plan to eat out.

Exceeding Customer Expectation. Customer is king in the restaurant business, and it is the customer who can make or break a business.

Surpassing customer expectations can surely flourish the business. A few ways to go beyond customer expectation in my eatery are as follows:

Training the service staff to go extra mile. Providing good professional service that is attentive and pleasant may appear satisfactory; however, sometimes to wow the customers with service it takes an extra effort. The service staff will be trained to go a bit further, and take initiatives to individually greet the customers and remember their names. It is also important to satisfy every customer's individual preference and make them feel important.

Making the experience personal. Minute gestures such as welcoming the customer to enjoy a free dessert on their birthday, or offering free food for the girl on valentine's day, if the customer's arrive as a couple, or offering a rose for mom's on Mother's day will help me build good relations with the customer and the touch will always remain in their mind.

Food Quality. Every customer expects great quality food in the restaurants,

and their taste buds remember the quality of the food served. The food quality will be consistently maintained without any compromise on the quality and the happiness of the customers will be ensured.

New items in the Menu. People visiting restaurant or people who take away always look for spiced up menu. The menu will be refreshed once in a quarter with new dishes that would cater to the needs of different people. Introducing new menu is also an important factor for the restaurant's advertising and marketing efforts.

Embracing Feedback. People love sharing their good or bad experiences. I would take feedbacks by speaking personally with the customer, or call them after a few days to know their experience, or send online survey forms, or provide in-restaurant cards to fill in the restaurant. After receiving the feedback, I would call them and update the action taken on their feedback.