

Recipes for a successful restaurant essay

[Business](#), [Industries](#)



Recipes for a Successful Restaurant

Owning and operating a successful restaurant is a lot harder than many people think. Restaurants are not easy to start from scratch, but manageable with the right tools. A recipe for a successful restaurant includes a combination of a valuable location, strategic marketing skills, and proper management skills. The most crucial step in starting a new restaurant is deciding on which location is right for a business to be successful. Survival in the food industry is dependent upon location choice.

Even if a restaurant serves the best food in town, it may not do well if it's not placed in a highly populated area. According to H. G. Parsa, an associate professor in Ohio State University's hospitality management program, "about one in four restaurants close or change ownership within their first year of business. A bad location is one of the biggest reasons for restaurant failure.

" A restaurant's location is just as important as the food and customer service. When choosing a location it is important to look at all aspects that will enable a sustainable business. The United States census can determine the population in an area and provide an idea on what type of audience to target in order to have a lucrative business. Opening a restaurant in a bad location, for example with little traffic flow and terrible parking, will not give consumers any reason to enter the establishment. A bad location could cost a restaurant the type of audience or consumers it needs to survive.

In addition to location, marketing is also an important factor for running a successful restaurant. Understanding the customer is the heart of a

successful business, and everyone within the establishment must focus on satisfying customer needs and wants. Marketing consists of attracting new customers and increasing the volume of the current customer base.

A restaurant owner must first decide who their target market will be and then focus marketing towards that audience. Market the restaurant to its target audience, provide a good product and service, and it will lead to repeat customers. A new restaurant needs to market their product by providing promotions and coupons. This gives customers an incentive to dine at an establishment for the first time. First time customers then become repeat customers because of good food and service. Restaurants are the busiest on the weekends because most people would rather order take out or dine out to avoid cooking and cleaning for the family. Therefore, the best way to increase sales during slow days (Monday through Wednesday) is to give out coupons and promotions. Examples include, coupons like half price entrees and appetizers.

Another example is, happy hour at the bar and half price nachos if the customer buys drinks at the bar between certain slow hours. This is a great way to get a higher turnover rate. Besides location and marketing, owning a successful restaurant requires managing in a consistent and organized manner.

Restaurant managers play a vital role in keeping employees inline and fully committed to their job. They can also affect the working conditions and atmosphere for other staff members. Leading is an important skill to managing, and without leadership there is no order in the restaurant.

Managers are responsible for carrying out the daily operations and procedures to make the restaurant run as smoothly as possible for both staff and customers. Good managers must be able to think on their feet and provide quick resolutions to problems. They must also set guidelines and rules for other employees, to establish equality and fairness. Hiring a manager is a big expense in the restaurant business. It can be difficult to find managers who can be trusted with the handling of money.

Some managers might give away food and liquor and adversely affect profits. As an owner, it is important to be apart of the establishment and not always depend on other people to run the restaurant. No one will care about the business the way the owner will. Some restaurants will have instant success, such as Fifty Coins in Ridgefield, CT.

Fifty Coins is owned and operated by Larry Debany. The restaurant is located in the center of Ridgefield, CT and is exactly what the town needed. This restaurant attracts sports fans, families, teenagers, and college students with coupons and promotions.

Debany also has an organized manager and a dedicated staff. The restaurant is successful, not only because of its location, marketing and management, but also because of the owner's devotion to the business. Debany has a friendly attitude towards his customers and employees. Debany's newest restaurant Fifty Coins, in New Canaan, CT has been struggling however, due to its location.

In New Canaan there are different customers and more competition. The New Canaan location attracts a different customer base than the restaurant in Ridgefield, CT. Because of this, marketing is more important and a key element to gaining new customers.

Marketing is important in New Canaan because of the competition from numerous restaurants available in the area (unlike its sister restaurant in Ridgefield, CT). Even though, Fifty Coins in New Canaan has proper marketing and management, it is suffering due to its location, concluding that each of these aspects is necessary for a successful restaurant. There are many key aspects to owning and operating a successful restaurant in a competitive market with little or no room for error.

A restaurant's location, marketing, and management are essential aspects to its success. Owning a restaurant has many challenges to overcome, but it can be the most rewarding experience if it follows these guidelines.