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Opening a Restaurant or Other Food Business Starter Kit: How to Prepare a Restaurant Business Plan Feasibility Study

Sharon Fullen

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as a CD-Rom. It goes through every aspect of starting a restaurant business. It gives you a lot to take in. 3 of 4 people found the following review helpful. *Guide for Starting a Restaurant* By Entrepreneur Mom This Restaurant starter kit is a good reference as well as the companion CD that provides a sample business plan. From preliminary information gathering in preparation to writing the business plan such as market research, audience, expected clientele, scope of perceived services, menu planning this resource provides all the pieces necessary to guide you through the start-up process. The section on software is expertly done in providing the layperson with a grasp of the software available and will save a fortune in missteps if read and followed. The choice in software can undoubtedly determine the quality and speed that you develop your plan. Sharon Fullen does an exceptional job in guiding the layperson through the process of the feasibility analysis to include concept, location, execution and financing thus rounding out the completed business plan. The idea of a marketing plan is discussed showing the importance of a well-planned and executed marketing effort versus just tossing a few bucks to the wind and hoping for the best. The author has provided an invaluable tool for the upcoming restaurateur as he/she plans, develops and opens their life dream. 0 of 0 people found the following review helpful. like it By Wail Al hunaidi This book is a great resource for anyone interested in starting a food business. It covers all of the basics thoroughly by someone who has been in the business and knows what talking about. Great starter guide, gives good guidance.

Restaurants are one of the most frequently started small businesses, yet have one of the highest failure rates. Survivors need a powerful strategic advantage: a sound business plan and feasibility study prior to opening. A business plan precisely defines your business, identifies your goals, and serves as your firm's resume. The basic components include a current and pro forma balance sheet, an income statement, and a cash flow analysis. It helps you allocate resources properly, handle unforeseen complications, and make good business decisions. Because it provides specific and organized information about your company and how you will repay borrowed money, a good business plan is a crucial part of any loan application. Additionally, it informs personnel, suppliers, and others about your operations and goals. Despite the critical importance of a business plan, many entrepreneurs drag their feet when it comes to preparing a written document. They argue that their marketplace changes too fast for a business plan to be useful or that they just don't have enough time. But just as a builder won't begin construction without a blueprint, eager business owners shouldn't rush into new ventures without a business plan. The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.