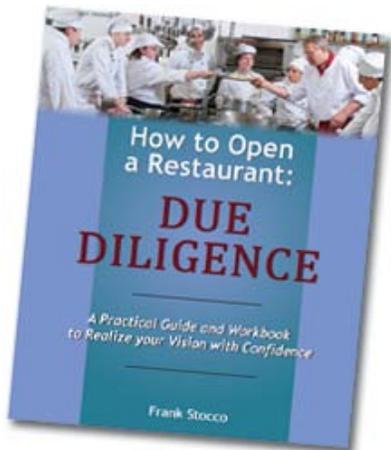


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by Frank Stocco



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## Foreword

There has never been a book in the foodservice industry that focuses solely on the expertise needed to open a restaurant. All the published books and manuals focus on restaurant and foodservice management. This manual is designed to provide a detailed guide to opening your restaurant within a required and realistic pre-opening budget. Realizing your concept and vision will save countless thousands of dollars in every aspect of opening your foodservice facility. There are statistics available that indicate the success and failure rate of foodservice facilities. These statistics do not tell you why restaurants fail, only that an unacceptable number do fail. So what does the general public and banking institution assume? They assume that restaurant failure is due to mismanagement and a lack of expertise. In some cases that is true. However, in most cases, the fate is sealed the day the restaurateur is fully committed to open a restaurant or foodservice facility.

## Financing Summary

We have discussed many creative ways you can fund a restaurant. A combination of funding and sources may be the only way to fully finance, but if your concept and vision are solid and all aspects of your business model are enticing, you will get funded—no question about it. If you do your due diligence, you will generate an abundant amount of interest in your project. And remember, everything you do to obtain funding needs to be implemented with the highest level of integrity. I'd wish you good luck, but it's not "luck" that will get you funded. Successful funding lies in your abilities.

Until you are fully funded, do not sign leases, purchase equipment, employ designers or a general contractor, nor promise anyone money. Once funded, you've completed Phase 1 and will start executing Phase 2, your in-depth chronological map to realizing your dream. A good execution of Phase 2 will literally save you aggravation, time, and tens of thousands of dollars.

## Negotiations

When you have gathered all the necessary information and are sure of your site choice, you are ready to move forward with negotiations. This section is going to focus primarily on leasing space. You have a good understanding of the demographic statistics—you have studied your competition and are convinced that your concept and vision will have similar results. You've also found that there is a liquor license available and the cost is well within your business model and budget, plus there is plenty of local business and activity in the area to assure brisk sales. You have selected at least three sites that have all the necessary utilities and attributes and will keep you within your construction budget. You know what the going rate is for leasing space in the selected area, and you realize this is a long-term commitment.

## Design Team

Every foodservice facility needs some form of design. Most need several designers, as I will explain. As you can imagine, design pertains to all aspects of your life. The clothes you wear, the map you interpret, the buildings you enter, the car you drive, the chairs you sit on and the book you read have all been designed by one or several people with purpose (and some limitations). Restaurants are no exception. A restaurant is a multi-faceted organization that requires several designers. Some are optional, and some are required. There is always some conflict between designers based on the interpretation of vision, but great designers will resolve conflicts through understanding the others' non-negotiable constraints. The end result is a restaurant that functions well and provides the ultimate customer experience. Yes, you absolutely need a great design team.