



Poster POS

An all-in-one POS solution
for restaurants



Your step-by-step checklist for opening a new restaurant

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A checklist for new restaurants

Develop a Restaurant Concept

What inspired you to open your business? With the help of a consultant, develop your idea for the perfect restaurant. You will need:

- A consulting firm or an independent restaurant business consultant
- A restaurant concept and a mission statement
- Your brand name, brand identity and your positioning strategy
- A rough draft of the menu
- Market research (needs of the market, market size and competition)
- A profile and analysis of your target audience

Create a Business Plan

In order to attract investors and guarantee the future of your restaurant, you need to prepare:

- A business pitch to present your plan to investors and banks
- An employee shift schedule and labour cost calculations
- Administrative expenses estimate (including insurance and permit costs)
- Operating expenses estimate
- Food cost and foot traffic estimate
- Average check prediction
- Approximate table turnover rate calculation
- Break-even point estimate

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- Return on investment prediction
- Tax planning: Figure out what you can write off (mileage, salary, food and beverage costs), what your deductibles are, and when you need to have your tax documents ready.
- One and five year sales and profit projections
- Alternative funding plans (savings, private investors, etc.)

Obtain Licenses and Permits

Restaurant owners are legally required to register their businesses for different services. These permits might have different names in other countries, below you'll find a list of permits required in the US:

- Business license
- Employer Identification Number (EIN)
- Certificate of Occupancy
- Liquor License
- Food Service License
- Music License
- Food Safety Certificate (HACCP)
- Sign Permit
- Building Health Permit
- Employee Health Permit

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Hire a Launch Team

To make sure that your business gets off to a smooth start, you want a reliable team by your side. If you're starting from scratch, you'll need:

- Architect
- Interior designer
- Graphic designer
- Accountant
- Restaurant manager
- Head chef
- Head bartender
- Head barista

Develop Food & Beverage Programs

With the help of your head chef and your consultant, follow these steps to develop a menu that suits your brand concept:

- Write recipes with exact portions and prep times
- Calculate your food cost and price your menu
- Create purchasing lists
- Determine shelf life for raw ingredients and prepared food
- Develop food storage instructions and product labeling system
- Train chefs to cook each item on the menu

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- Create plating and garnishing guides
- Write menu descriptions for each dish
- Find suppliers and sign supply agreements

Hire FOH & BOH Teams ahead of Launch

With the help of your restaurant manager and your team leads, follow these steps to find and train the perfect candidates for your business:

- Create profiles for each post to find your dream employees
- Write job descriptions and determine salaries for every position
- Write texts for job ads
- Develop an interview questionnaire and define interviewing techniques
- Post your job ads on job posting sites and on social media
- Create a record-keeping system for your personnel and a list of required documents
- Define an employee probation period and establish onboarding procedures

Coordinate Design and Fit-out

With your architect and your designer, create an action plan with clear deadlines. Whether you start from zero or you're just upgrading, you will need to decide on:

- Inspiration for the design of your restaurant that works well with your brand
- The layout of your restaurant
- Themes for your design and decór

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- Work to be done on the exterior of your restaurant
- Your kitchen design
- FF & E – Fixtures, Furnishings, and Equipment

Oversee Construction

Work with your construction team to make sure all of these details are up to scratch:

- Cables and wiring
- Ventilation and air conditioning
- Heating system
- Lighting
- Fire alarm and suppression system, fire exit signs and doors
- Emergency lighting and power equipment
- Security alarm
- Interior decoration
- Outdoor seating area
- Planting and interior landscaping
- Entrance area, signage, awning
- Parking lot and landscaping of adjacent areas

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Equip your kitchen, office and bar

First you'll need to put together a list of the equipment, furniture and supplies you need for each area of your restaurant. Then:

- Find vendors, request quotes, and compare prices and quality
- Make final decisions on equipment and furniture layouts in all stations
- Buy and set up a point of sale and inventory management system
- Arrange installation of office, kitchen, bar and dining area equipment and furniture with your construction team or with your suppliers
- Get maintenance contracts (equipment and furniture maintenance, pest control, linen service, etc.)
- Buy tableware (dishware, drinkware, cutlery)
- Stock up on cleaning and sanitary products and equipment
- Find the best safety shoes and uniforms for FOH and BOH employees

Standardize Operations and Train Staff

As your business grows, you will want to have detailed manuals that will help you maintain cohesive operations in your restaurant, and future locations. You'll need:

- Operations standards manual (OSM)
- Compliance risk analysis
- Critical control points in your operations
- Employee motivation strategy
- Code of ethics for employees
- Employee training procedures

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- Restaurant operations checklists (opening checklist, closing checklist, cleaning checklist, etc.)
- Employee handbooks
- Branded packaging and merchandise
- Loyalty programs
- Restaurant promotional campaigns
- Restaurant social media profiles
- An action plan for your online and offline advertising campaign
- Partnerships with online restaurant reservations and food delivery platforms and apps
- PR campaigns and cooperation with media outlets
- Profiles on Google Maps, city-guide websites, local business catalogues
- Promotional video

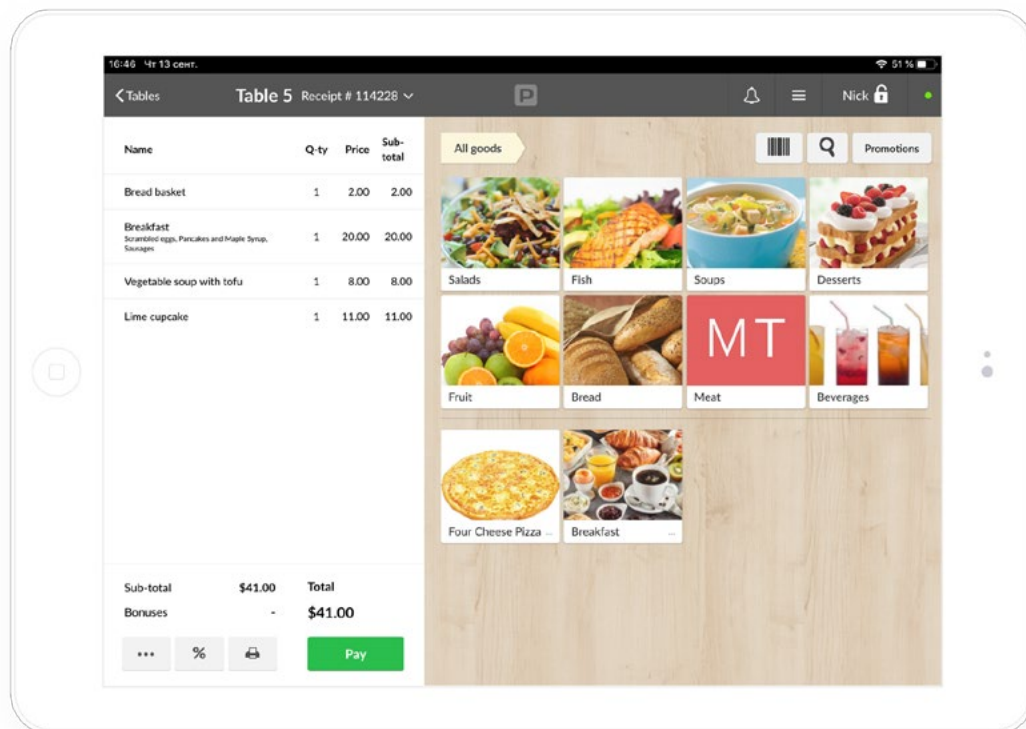
Prepare for the Launch

Get ready to make everything perfect on your first day:

- Soft opening and test run
- Collecting feedback and making improvements
- Supply orders for your first week of business
- Grand opening

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