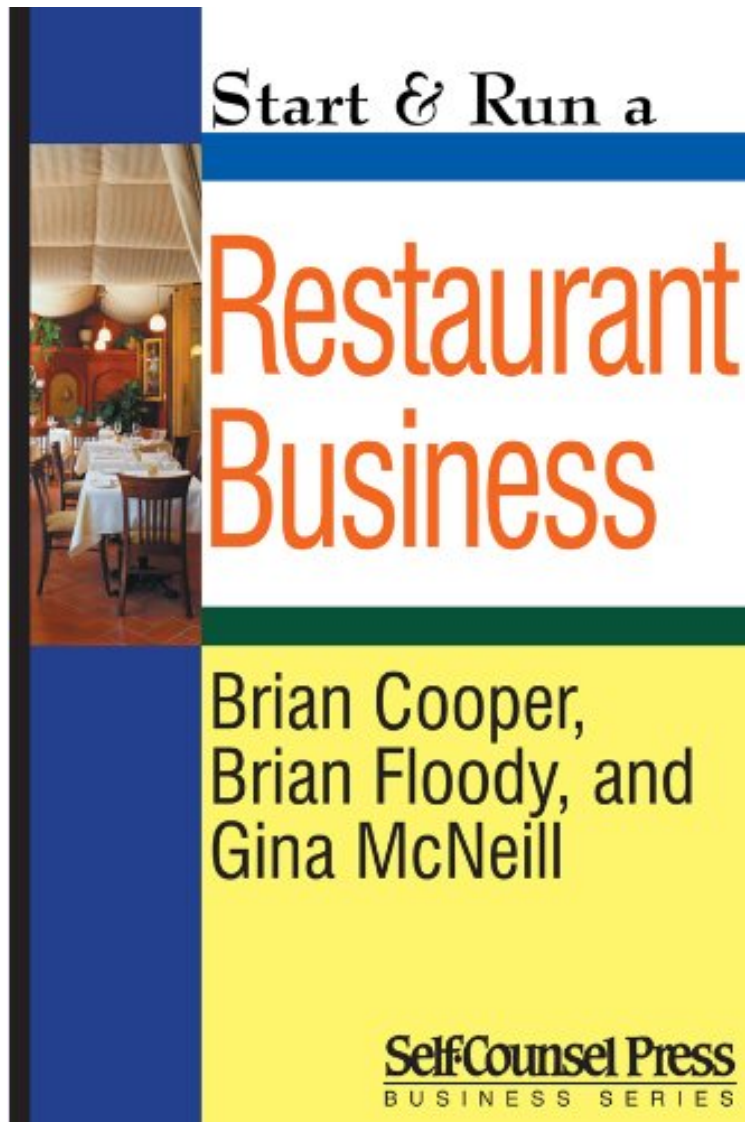


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Start Run a Restaurant Business (Start Run Business Series)

Brian Cooper, Brian Floody, Gina McNeil
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Brian Cooper, Brian Floody, Gina McNeil : Start Run a Restaurant Business (Start Run Business Series)

before purchasing it in order to gage whether or not it would be worth my time, and all praised Start Run a Restaurant Business (Start Run Business Series):

0 of 0 people found the following review helpful. How to openBy Mark T.Great insight on how the restaurant business works. And how to start.17 of 17 people found the following review helpful. Building Your RestaurantBy S. HeidtAfter years of working for other people, I began to dream of owning my own restaurant. I searched the Internet for information about start-up costs, marketing and locations, and anything else I could find about opening a restaurant. Eventually, I came across Start and Run a Profitable Restaurant and most of the answers I was looking for

was in this book! It's not easy opening a restaurant but this book helped make it a little easier with all its good advice. Each chapter is packed full of great advice--Design and Renovation; Employees; Start-up Practicalities; and most important are the two chapters on Business Planning. This book has given me a clearer vision of being a restaurant owner and my dream is becoming a reality. 13 of 16 people found the following review helpful. Restaurant Dreams: save money and make it come true! By Lynne C Pascual This is laid out much like a "Restaurant for Dummies" book but it's more anecdotal and specific. You can jump in for certain hints and references or read it through for stories that will make any restaurateur smile. My friend mentioned that she wished she had this book when writing a business plan for a college course last year. She had not come across anything like it in her search for a format. We can tell by the practical examples given in this personalized book that the authors lived these experiences themselves and are willing to share their foibles for our benefit. It's easy for me to verify this since one of the co-authors, Brian Cooper, is my dad.

Every year hundreds of thousands of restaurants open with great expectations, and every year almost as many close down. The successful restaurateur is a combination of entrepreneur, entertainer, and magician. Your success in owning a restaurant will come as a direct result of solid business practices and your ability to entertain and satisfy your customers.