

Dine-in **JUMPSTART**TM tips



10 Tips to a Successful
Restaurant Start-upTM

A Dynamikspace Workbook
1st Edition

How to use this book

Dine-In restaurants and lounges are unique spaces focused on food, socializing, and community gathering. A host will seat you and your order will be taken by a server. There is often a bar or lounge within the restaurant. Your customer expects a unique menu, quality service, and a wonderful experience.

We created this pocket book as a way to provide simple reminders to you, the restaurant entrepreneur, of all the things you should know before you sign a lease. All of these tips should be planned and considered before committing to a space and opening your restaurant. A successful restaurant is one that is both well-planned and keeps the customer coming back.

Use this book as a working guide for you and your dream. Read through (yes, in order), and ask yourself the questions we have laid out here. Feel free to add your own unique questions and then *write all over this book*. Keep it as a journal and fill it with your own inspirational images. The more you know, the better off you will be.

The Dynamik Team Founder

Melanie



TERMS YOU SHOULD KNOW:

BOH - Back of House

FF&E - Furniture, Fixtures, and Equipment

FOH - Front of House

HR - Human Resources

NNN - Triple Net Lease

MEP - Mechanical, Electrical, Plumbing

POS - Point of Sale

Proforma - Financial statements that have one or more assumptions or hypothetical conditions built into the date. Often used with balance sheets and income statements.

Sq. Ft. or SF - Square Foot

Copyright © 2012 by Dynamikspace. All Rights Reserved.

1st edition 2012

The work is copyright protected. Any use outside of the close boundaries of the copyright law, which has not been granted permission by the publisher, is unauthorized and liable for prosecutions. This especially applies to duplications, translations, microfilming, and any saving or processing in electronic systems.



Restaurant JUMPSTART 10 TIPS

TO CONSIDER AND COMPLETE

Before you Sign a Lease

- 1 THE BRAND EXPERIENCE
What Is the Story Around Your Restaurant Experience? pages 4-7
- 2 CUSTOMERS
Who Are Your Customers? pages 8-11
- 3 IDENTITY
Who Are You? pages 12-15
- 4 CREATE
Lay Out Your Space, Budget, and Schedule pages 16-19
- 5 THE PHYSICAL EXPERIENCE
360° View Into Your Experience pages 20-23
- 6 PLAN
A Business and Marketing Plan for Lenders, Landlords, and Investors pages 24-27
- 7 LOCATION AND LEASE TERMS
Finding the Right Space, Terms, and Demographic pages 28-31
- ✓ PRE-LEASE CHECKLIST pages 32-33

After you Sign a Lease

- 8 PERMITTING
Building, Health, MEP, and Other pages 34-37
- 9 OPERATIONS AND CUSTOMER SERVICE
Front of House Service - Back of House Systems pages 38-41
- 10 CONSTRUCTION
Building Your Space pages 42-45
- ✓ GRAND OPENING CHECKLIST pages 46-47
- DYNAMIKSPACE APPENDIX pages 48-49
- PROJECT CREDITS pages 50-51
- DYNAMIKSPACE BIO back cover