

# *Quick Serve* **JUMPSTART**<sup>TM</sup> tips



10 Tips to a Successful  
Quick Serve Start-up<sup>TM</sup>

A Dynamikspace Workbook  
1st Edition

## How to use this book

Quick Serve and Fast Casual Restaurants are unique spaces focused on quick and easy decision making, menu items that can be served TO GO, simple menu structure, and price points often lower than Dine-in and Lounge-style restaurants. The customer orders directly at the point of service and either has the food TO GO or takes their own food to their table. Newer concepts might include a staff member bringing your order to your table.

Your customer's experience expectations are those of a clean and easy to understand menu. Often these concepts are launched in more than one location. We have created this pocket book as a way to provide you, the quick serve or fast casual entrepreneur, with a simple list of all the things you should know before signing a lease.

A successful restaurant is one that is well-planned and keeps the customer coming back again and again – especially in the Quick Serve and Fast Casual categories. 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

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## Quick Serve JUMPSTART 10 TIPS

### TO CONSIDER AND COMPLETE

#### Before you Sign a Lease

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

#### After you Sign a Lease

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