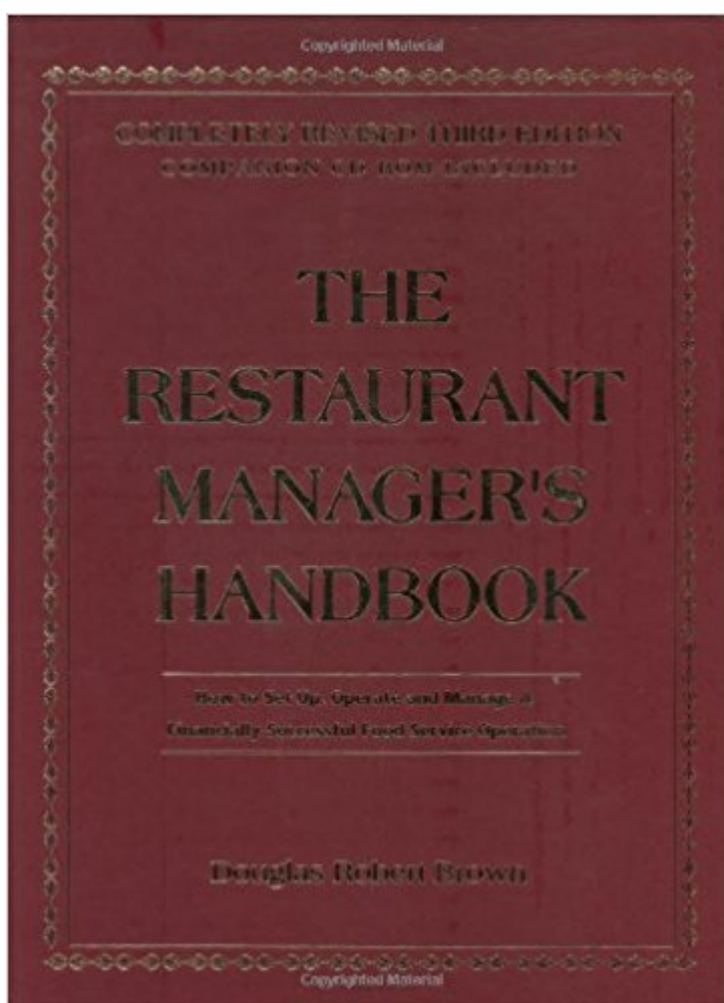


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The Restaurant Manager's Handbook: How To Set Up, Operate, And Manage A Financially Successful Food Service Operation



Synopsis

This comprehensive and massive 600 page new book will show you step-by-step how to set up, operate, and manage a financially successful foodservice operation. The author has left no stone unturned in explaining the risky business of running a restaurant. Operators in the non-commercial segment as well as caterers, and really anyone in the food service industry will find this book very useful. The books nineteen chapters cover the entire process of a restaurant start-up and ongoing management in an easy to understand way, pointing out methods to increase your chances of success, and showing how to avoid the many common mistakes that can doom a start-up. The new companion CD rom contains all the forms demonstrated in the book for easy use in a PDF format. While providing detailed instruction and examples, the author leads you through finding a location that will bring success, learn how to draw up a winning business plan, how to buy and (sell) a restaurant, franchising, basic cost control systems, profitable menu planning, sample restaurant floor plans & diagrams, successful kitchen management, equipment layout and planning, food safety & HACCP, successful beverage management, learn how to set up computer systems to save time and money, learn how to hire & keep a qualified professional staff, brand new IRS tip reporting requirements, managing and training employees, generate high profile public relations and publicity, learn low cost internal marketing ideas, low and no cost ways to satisfy customers and build sales, learn how to keep bringing customers back, accounting & bookkeeping procedures, auditing, successful budgeting and profit planning development, as well as thousands of great tips and useful guidelines. The extensive resource Guide details over 7,000 suppliers to the industry, this directory could be a separate book on its own. This Restaurant Managers Handbook covers everything that many companies pay consultants thousands of dollars for. This book is also ideal for professionals in the hospitality field as well as newcomers who may be looking for answers to cost containment and training issues. There are literally hundreds of innovative ways demonstrated to streamline your restaurant business. Learn new ways to make the kitchen, bars, dining room, and front office run smoother and increase performance. Shut down waste, reduce costs, and increase profits. In addition operators will appreciate this valuable resource and reference in their daily activities and as a source of ready-to-use forms, web sites, operating and cost cutting ideas, and mathematical formulas that can be easily applied to their operations. Highly recommended!

Book Information

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Customer Reviews

I'm going to recommend a wonderful source of information, everything a successful restaurant operation needs. "The Restaurant Managers Handbook". -- Food Industry News November 2002, Jim Contis Publisher
New edition of a reference for professionals and newcomers to the field, provides step by step advice. 19 Chapters, CDROM. -- Reference & Research Book News, Inc. Febuary 2003
The book focuses on how to setup, operate, and manage a financially successful foodservice operation. 600 pages, leatherette cover, CDROM. -- Restaurant Business Magazine, November 15, 2002

May, 29 2003 - Winner Of the Prestigious Benjamin Franklin 2003 Book Award - The Restaurant Manager's Handbook, 3rd Edition, Atlantic Publishing Group, Inc. Named in honor of America's most cherished publisher/printer, the Benjamin Franklin Award recognizes excellence in independent publishing. Publications, grouped by genre are judged on editorial and design merit by top practitioners in each field.

All I can say is truly the nuts and bolts with running a restaurant business, myself owner of a family restaurant 60+ years old bringing up to date with paperwork and forms especially the software aspect having some of these key elements in place is really a life saver great book for those of us with successful business and not a lot of time thank god for the index because its a massive book with a chock full of information, for those that don't like the book I would love to see their shop quite curious but its a lot of info, to say this book is for a novice, no its not, it will prevent the novice from making bad decisions right off the bat but the book to me in my opinion is for an established

restaurateur. The only thing that I would like to see is more formulas. Other than that great book.

This 900 page monster should give me the information I'm looking for. Fair price, but could have been a bit better. You can't put a price on knowledge and experience. Came a week early! Well packaged!

Let me start out by saying I am not a pro in the food industry. I have always had an interest in having a little sandwich shop. But I got cold feet because so many fold after a short period of time. This book will explain why. I think this book is a must have for anyone starting out. I think pros would like it too, but you would have to ask one. Let me just say that if this book got lost I would buy another right away. You can't go wrong buying it.

Amazing book , all the information you need .

Excellent

It contains an abundance of information to aid me in establishing a pathway to my dreams!

It's a great book with very detailed information and introduction about food realm. Like it and Recommend it!!!!!!

Was the perfect tool to help me develop the Operation's Manual. I learned so many details about the business, better the service and customers returned 50% more.

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