

Restaurant Pre-Opening Manual



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ABC Restaurant

RESTAURANT OPENING

Let's Get Started

Congratulations on your upcoming ABC Restaurant opening. Your manual is designed to give “how-to” instructions and provide the support material required to make your opening a success. Your manual provides checklists, marketing plans, hiring and training information, and much more.

Your manual uses checklists to track activities along with suggested timelines.

To make best use of this manual we suggest that you:

- Scan each section for an overall look at the store opening sequence
- Review the week-by-week checklist and enter dates for each week.
- Familiarize yourself with the sequence of events listed in each of the sections.
- Check off the items on the lists as you complete them.

Before Starting

Opening your restaurant takes time, patience, and a lot of work to make sure everything is done on time, within budget, and up to specifications.

Here are some suggestions to help you stay on course:

- Know your lease responsibilities before, during, and after construction.
- Ask the contractor to make sure local authorities have approved plans and that you meet zoning regulations. Ask for proof that he has.
- Apply for federal, state, and local tax numbers.
- Contractor is to make sure you have received all required licenses. Ask for proof
- Provide a storage area where you can store equipment, small wares, supplies, etc. as you receive them.
- Your first priority is to the building and supplying of your restaurant, working closely with your contractor.

Guidance Box

Intro Pages

At the beginning of each chapter you will find a page outlining the goals, questions to ask yourself, required materials and other important information to review.

Guidelines for Preparation of the Manual

- Remember, the operations manual is a living, breathing document. As such, the contents will continue to change over time right along with your restaurant franchises standard operating procedures. Therefore, prepare the manual in manner that facilitates updates as they may occur from time to time.
- Many new franchisors do not have a written set of SOP's. Your restaurant franchisees will likely have little existing knowledge of your industry. The manual should be written in a manner that is easy to understand, even for the complete layperson. Manuals that are too complex or overly technical will be of little or no use to your restaurant franchisees.
- Leave no stone unturned, no detail unaddressed, and no procedure left to the discretion of your restaurant franchisees. Detail, detail, detail.
- Your manual should address different operating procedures, if any, accounting for the differences in geography, population, and other conditions that could affect the successful operation of a restaurant franchise.
- Maintain consistency between the manual and FDD/Agreement. Discrepancies between the two documents could lead to legal trouble down the road.
- Obtain legal review. It is absolutely critical that you acquire local legal council to review your operations manual, restaurant franchise agreement and FDD. We are not legal experts, entering into franchising with legal oversight is an accident waiting to happen. Because franchising is such a litigious industry it is critical you do not skimp when finding an attorney. Your attorney must have a long track record of specializing in the restaurant franchise industry.

Let's get started!

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Chapter 1: Opening Schedule Checklist

On the following pages, there are a series of checklists for the "opening". Spend at least one hour daily at the construction site to check progress and supervise activities.

Week 1

WEEK 1 DATE OF COMPLETION	PRE-OPENING TASK	CONTACT FOR SUPPORT
	Prepare pre-opening budget	
	<ul style="list-style-type: none"> • Evaluate local distributors-consider the following: • Scope/lines of products available • Delivery times/frequency • Prices on key products • Credit terms • Electronic/Internet ordering options • Other support services offered; business reviews, consultation, staff training, 	
	Order kitchen equipment	
	Vases <ul style="list-style-type: none"> • Order smallwares and tabletop items • Flatware • Tableware • Glassware • Sugar caddies • Smallwares and kitchen utensils • Salt & pepper shakers • Table tents 	
	Setup utilities (gas, electric, phone, etc.)	
	Order beverage service	
	Order exterior signage	
	Order POS system	

WEEK 1 DATE OF COMPLETION	PRE-OPENING TASK	CONTACT FOR SUPPORT
	Establish insurance	
	Start ordering/acquiring store decor	
	Establish menu prices and order applicable materials – menu board lettering, menus, etc.	
	Apply for necessary licenses <ul style="list-style-type: none"> • Health department • Food manufacturer • Water department • Business license • Sales & use tax • Liquor license 	
	Check local health codes/ordinances	
	Determine requirements for alcoholic beverage server	
	Determine local certification requirements (HACCAP training)	
	Order office equipment <ul style="list-style-type: none"> • Copier • Fax • Computer • Calculators 	
	Order office furniture <ul style="list-style-type: none"> • Desk • Chair • Filing cabinet 	
	Establish payroll processing service	
	Arrange for moving company, if needed	