

# Download How To Open And Run A Successful Restaurant

Tips for starting a successful restaurant 1. Have the right intentions. If you want to make it as a restaurant owner, you have to love what you do, Kim Strengari says. While she knew a restaurant was the right path for her, she had to work nights cleaning office buildings to make ends meet when she first opened her restaurant. There are a few keys you'll need to founding a successful restaurant -- one that stays open for over a year. The first is, obviously, passion. No one should start a restaurant to make money. Begin marketing your restaurant even before it's open for business. Hang a banner on the front of the window with the name and opening date professionally imprinted on it. Send out press releases and invite local patrons to an opening night to sample free food and wine. Description This practical guide covers every critical aspect of starting and running a successful restaurant--from coming up with a winning concept, choosing a location, and equipping a kitchen, to designing the menu, decorating the dining room, and managing a staff.