

HOW TO START YOUR OWN RESTAURANT BUSINESS

Galina PFANENȘTÎLI

Oenology and chemistry department, TVPF-211 group, Faculty of food technology, Technical University of Moldova, Chisinau, Republic of Moldova.

Galina Pfanenștîli, e-mail galina.pfan@gmail.com

Summary. *This work is about how in your own to start a restaurant business. It is structured into steps. Every step is detailed to make understanding the content as easy as possible. This work will challenge you and help you answer the questions that caused you doubts about opening your dream restaurant.*

Keywords: *cuisine, service, staff, licenses, concept, establishments*

Introduction

According to statistics, more than 60% of recently-opened restaurants fail in their first year of activity. Nowadays, most of eating establishments were put down from the pandemic period and even forced to close their doors permanently. In keeping with this hopeless statistical data, if your love for food, her preparing and whether, your purpose to open your own restaurant is well determined, follow this below descriptions step by step for to start your own restaurant. Below is listed the main step with their subdivisions:

1. Decide your Restaurant Concept

The deciding process of your Restaurant Concept represent the most interesting trial based on a lot of creativity and dedication, what it entails to count on flight of your imagination. Choosing your Restaurant Concept can define your personality. With conviction the owner of hip high-end downtown Restaurant in which triumphs etiquette and manners and owner of fast eating establishments will be different personalities. Below are given Types of Restaurants:

Fine Dining

This is a special type of establishment for celebrating any kind of events such us: wedding, birthday, corporate banquet and other anniversaries. Fine Dining Restaurants try to generate a stylish atmosphere that speaks of elegance, exclusivity, and class; which will create an amazing ceremony. Tables are covered by white tablecloths, that is why these are sometimes called white-cloth restaurants. These are several features about this type:



It is considered an upscale establishment

- Often it has a sommelier or a wine waiter which suggest wine items
- This guy deserves a certain dress code
- The menu is so special and attractive which ensure appealing of the dishes
- The kitchen staff are true professionals, specialized on molecular gastronomy and different cuisines, which slightly amaze the best gourmet customers

The wait staff are etiquette for ensuring recurring business by providing service excellence.

Casual Dining

A casual dining restaurant is a restaurant that serves moderately priced food, usually provide table service. This type of restaurants is attractive through their unique décor and a casual atmosphere. These restaurants are perfect place for night meeting; to spend time in a good ambiance with your close people.



Contemporary Casual

Contemporary Casual Restaurants are trendy high-end establishments with a relaxed ambiance. These are eco-friendly, this is well understood through their creative menu which promotes healthy food items, the kitchen staff can easily surprise even the most devoted gourmet through their well-prepared specialties. That is why when paying the bill, do not be surprised by the high prices.



Family Style

Family Style Restaurants offer moderately priced entrees from menus featuring a mix of classic cuisines, for the whole family. Here persists a family-friendly atmosphere. These are similar with casual dining restaurants, but the dishes are served in a large platters and the diners serve themselves. The ambiance of a family-style restaurant can be comfortable and inviting.



Fast Casual

Fast Casual Restaurants is a primarily chain restaurant, that usually do not offer a table service but a counter service. These eating establishments represent a segment between casual dining and fast food items. The quality of food and price are more than fast food and may be lower than casual dining establishments.



Fast Food

The Fast Food Restaurants are found in all corners of the world, the best known are: McDonald's, Taco Bell, KFC and so on. These restaurants are comfortable through quick bite and service. These are due counter service and disposable tableware used such us plastic trays and containers. In those eating items always music sounds in a fast tempo, to eat and go, so that the flow of visitors is higher. At the Fast Food restaurant you can purchase the food being on your car because drive-thru system is develop and so comfortable for visitors.



Cafe

If you are looking for a place to work composedly, or informal meetings with friends- Cafes are perfect place for this! In the Cafe you can serve a hot drink with a distinguished dessert, all of this generating an unique relaxing atmosphere.



2. Create a Menu

This step is based not only on your creativity skills but suppose on stringent analysis. You need to make your decision carefully if your dream to create an upscale menu, the median personal income can support higher menu's prices, this is the main that to take into account choosing your demographical location: downtown or less crowded place. Choose which items to feature in your future menu you may bearing in mind what kind of cuisine restaurant promotes.

3. Make a Business Plan

Business Plan is one of the most important step in your start. The purpose of the plan is to help to understand how it will work and to convince your potential investors for funding. Your Business Plan firstly may help you for answering the following questions:

- ✓ What is your restaurant concept?
- ✓ What kind of cuisine the restaurants promote?
- ✓ What makes the restaurant attractive and unique?
- ✓ How many people will be your daily customers?
- ✓ How many profit will bring your business?
- ✓ Is your concept of restaurant suitable with the location?
- ✓ What workforce do you need?
- ✓ What management structure are you planning to use?
- ✓ Is your business authentic?
- ✓ How much money are you needing for opening the restaurant?
- ✓ How long your business will take to become one profitable?

4. Obtain Funding

After you have a Business Plan next step is to obtain funding, your financial assistance. The funding must cover all expenses as from startup to the smallest details. The funding may to assure:

- ✓ Leasing and Renovation
- ✓ Obtaining all of License
- ✓ Salaries for employees
- ✓ Kitchen equipment and Space arrangement
- ✓ Initial inventory food and bar

5. Decide the Location and lease a Commercial Space

Choosing a location for leasing you should be attentive on following factors:

- ✓ Visibility. Here is necessary to make a difference between crowded, heavy traffic and too noisy location for your restaurant and your prospective location on downtown street which ensure that you are visible to drive-by.
- ✓ Access. How accessible is your location is the same an important point. Accessibility is considering as much is posible to make easy for customers to visit your restaurant, that is why parking, easy acces by car, foot traffic; all of this represent benefits.
- ✓ Local Competition. At the beginning you may analyze your areas. The key is too select a location where you will be the unique establishment with your concept.

6. Get the Permits and all Licenses

To obtain all the necessary licenses is an obligatory step, without whom the business can not to start. These licenses are: Business license; The cost and what this license entails varies by state;

- Foodservice license; For getting this license you will have to pass an inspection that shows ensure compliance with health, safety and sanitation regulations; Employee Identification Number; This license is needed to officially hire your staff; Alcohol license; The process of obtaining Liquor license can be lengthy and costly, but especially needed for serving alcohol in your restaurant.

7. Hire the Workforce

Your Business Plan help you to understand restaurant structure, firstly make a list of all the restaurant positions are needing to hire. Depending on concept of the restaurant the staff can be different, but these are some of the most common position: Management Team, you are needing of professional General and Kitchen managers. General manager will be your right hand and monitor the work process of each employee, on his shoulders will be the mission for the restaurant to operate productively and diplomatically to eliminate customer dissatisfaction. Kitchen manager have to supervise all the kitchen staff.



Hiring your kitchen staff, you are looking for the true professionals, the Chef responsibilities are to delegate tasks in kitchen, preparing high-quality dishes, slightly modify recipes to meet customers' needs and requests, experiment with recipes and suggest new ingredients or new recipes, not the last to supervise Cooks and assist as needed, in small restaurants the Chef can be the Kitchen manager. To capture the attention of every customer through the exceptional tasty drinks hire a creative Bar staff. Experience of bartenders are so importance, because making lemonades, cocktails and shots is considered as an art. On waiters and hosts are the mission to depict a positive image of the organization. Hostess is a Front-of-house position with the next tasks: to greeting customers and to escort customers to their tables. Waiters are responsible to provide menus and take orders, to informing on daily specials and deals and often suggest food items. Wine waiter or sommelier propose the most amazing combinations between cuisine and wine.

Research: asking about 28 students from Technical University of Moldova, I ascertain the following: about 80% said that they never thaught to start in their own a restaurant business, half of they do not want to open a business in general, the second half aspires to business in other fields. In their opinion restaurant business are too expensive and risky. Other 20% are interested in this idea, but the same considered it too expensive. Only 7% (2 persons) told that they want to open a restaurant, because this is their dream.

Conclusion:

The restaurant is not just a public place where you can dine, but an establishment in whose in ambiance triumphs the harmony of the soul. Opening your restaurant you must understand that it is a dedication of your time and soul, not a simple investment.

Bibliography:

1. [23.02.2022] <https://www.entrepreneur.com/article/73384>
2. [23.02.2022] <https://get.doordash.com/en-us/blog/the-5-most-popular-restaurant-types>
3. [23.02.2022] <https://www.webstaurantstore.com/article/353/types-of-restaurants.html>
4. [23.02.2022] <https://www.webstaurantstore.com/article/40/how-to-start-a-restaurant.html>