

Developing Your Concept Checklist



Building a Team of Restaurant Experts

- Hire a restaurant consultant
- Hire an insurance broker
- Hire a commercial real estate broker
- Hire an accountant
- Hire an attorney

Defining Your Target Market

- Visit the competition to gather preliminary intelligence
- Organize preliminary intelligence into customer profiles
- Look at census data
- Gather psychological and behavioral data
- Create buyer personas
- Revisit target markets after business plan draft

Creating Your Restaurant's Mission Statement

- Determine audience
- Brainstorm mission statement
- Write mission statement in long form
- Distill long mission statement into single paragraph
- Edit mission statement
- Check mission statement draft against criteria
- Get feedback

Choosing Your Restaurant's Name

- Brainstorm restaurant names
- Review business goals
- Choose restaurant name
- Ensure name is not trademarked or copyrighted
- Ensure name is not similar to competitors
- Ensure name is easy to pronounce
- Get feedback on chosen restaurant name

The Different Types of Restaurant Concepts

Consider the following types of restaurants when developing your concept:

- Fine dining
- Bistro
- Casual dining
- Contemporary casual
- Family style
- Diner
- Pub
- Brewery or winery
- Fast casual
- Fast food
- Buffet
- Cafe
- Food truck, cart, or concession stand
- Pop-up restaurant
- Ghost restaurant
- Catering business

Restaurant Menu Ideas & Testing

- Create a recipe master list
 - Create a master list
 - Create a recipe list
- Develop menu ideas
 - By menu category
 - By competition
 - By market trends
- Perform cost analysis
- Perform competitive menu analysis
- Calculate recipe costs
- Test menu with others