**Research**

A restaurant is a business that prepares and sells a variety of food and beverages. Restaurants may follow a theme or only serve a specific cuisine.

*Types of Restaurants*

* Fast Food Restaurants:
  + Quick-service restaurants that offer counter service and/or drive-through service. These tend to be chain restaurants/franchises with high profit margins.
  + Menu options tend to be limited (may exclusively be a variety of burgers, pizzas or other food items).
  + Examples: McDonalds, Burger King

* Casual Restaurants:
  + Guests are seated and waited on in restaurants like these. They offer full-service dining.
  + Menu options tend to be diverse but familiar to the average restaurant-goer. They offer classic items (e.g. sandwiches) and comfort foods (e.g. soups).
  + Examples: Mugg n Bean

* Fine Dining Restaurants:
  + These restaurants offer extreme formality and items tend to be on the pricey side. This style of dining is very nuanced. Many rules apply to fine dining (e.g. dress code, strict eating etiquette).
  + Menu options tend to be pricey, exclusive items like caviar and steak tartare.
  + Examples: Kream

* Cafe or Coffee Shop:
  + This restaurant focuses on serving a variety of beverages. These range from warm to cold beverages. They tend to have small bakeries serving pastries and snacks like sandwiches and croissants. Service can either be counter-based or customers can be waited on.
  + Menu options tend to range from basic/classic beverages (e.g. cappuccino) to novelty beverages (e.g. themed frappuccinos).
  + Examples: Vida e Caffe, Starbucks

* Specialty Drink Shops:
  + These shops sell specialised drinks that aren’t common items you’d find at a cafe such as bubble tea, fresh juices or smoothies. They tend to have a trendy atmosphere and items range from affordable to slightly overpriced.
  + Menu options tend to be limited with the markup on drinks being very high. Service at these shops tend to be counter based.
  + Examples: Kauai, Ben’s Bubble Tea

* Buffet Restaurants:
  + Buffet restaurants offer an all-you-can-eat style of dining. Customers serve themselves from a wide range of available options laid out in the restaurant. A set standard price is charged to dine at a buffet.
  + These restaurants rely on high volumes of people to make a profit and hence, have large dining rooms with lots of available seating.
  + Menu options tend to be dominated by comfort foods.
  + Examples:

* Food Trucks:
  + These are mobile restaurants that offer popular or niche foods to events, parks, businesses and markets. They are compact kitchens on wheels with few employees that offer window service.
  + Menu options tend to be limited. Food trucks stick to comfort or convenience foods (such as burgers or tacos).
  + Examples:

*Restaurant Layouts*

Different types of restaurants follow different physical layouts. For example, a cafe may only include the kitchen, counter and a small seating area, whereas a fine dining restaurant may include many more elements.

In general, a restaurant in which guests are waited on should have the following elements as a part of its floor plan:

* Kitchen
* Tables & chairs
* Entrance
* Waiting area
* Bar area (if applicable)
* Restrooms
* Staff area
* Payment systems
* Windows
* Doors
* Emergency exits

Restaurants must ask themselves many questions before finalising their floor plan. The following list provides a few examples of things that may affect the layout of a restaurant:

1. How much privacy do our guests require? (Affects spacing of tables, barriers between tables and types of table layouts that could be used - e.g. booths)
2. How long are the shifts of our employees? Will they need a private area to change clothes or take a break?
3. How visible should the kitchen be to the guests? Should they be allowed to watch the chef prepare their steak?
4. Will the restaurant offer outdoor seating? Will our seating be accessible to the disabled?
5. How big should the waiting area be? Will we be busy enough to have to offer seating to guests who wait for a table?
6. How natural is the flow of our layout? Will our waiters find it easy to get to their tables from the kitchen and payment system?

*Types of Restaurant Employees*

A restaurant may require a variety of staff to run it, depending on the type of restaurant it is. Here are positions that exist in large restaurants.

**Administrative Staff:**

* *Manager*
  + This person is responsible for running the restaurant's operations, appearance, administrative decisions and marketing strategies. This employee has the most responsibility at a legal level.
  + Should be educated in administrative studies with knowledge of hospitality.
  + There can be levels to the manager position.

**Kitchen Staff:**

* *Executive/Head Chef*
  + This employee tailors the menu, directs kitchen staff to their stations and makes administrative decisions about what the restaurant serves.
  + This role requires contact with every other member of kitchen staff.
  + Must have formal culinary education.
* *Kitchen Manager*
  + This position can be absorbed by the head chef or may be standalone.
  + The kitchen manager is in charge of checking inventory and ensuring that all ingredients are available at all times.
* *Sous-chef*
  + These chefs are assistants to the executive chef and must listen to all the head chef’s orders. They must be experienced and have a similar set of skills to the executive chef.
  + Traditionally, the executive chef is responsible for filling the sous-chef position with an employee of choice.
* *Prep Cook*
  + This position is important in restaurants with a high volume of customers or that boast quick service.
  + Prep cooks prepare all menu items for the chefs as quickly and efficiently as possible to make the cooking process faster. This ensures that meals are cooked easily and within a reasonable time.
* *Line Cook*
  + Line cooks handle multiple areas of the kitchen and help streamline the work of other cooks and chefs.
* *Short Order Cook*
  + These employees take care of small or “short” orders such as meals for breakfasts and brunches (e.g. sandwiches, burgers and other light foods)
* *Cleaning Team*
  + These members of kitchen staff are those that wash dishes and clean the tools needed by chefs. They also ensure that the kitchen is clean in general.
  + This position’s importance increases with the size of the restaurant.

**Front-of-House Staff:**

* *Head Waiter*
  + Also known as Maitre d’
  + These staff members are in charge of training new waiters, give direct orders to waiters and are attentive to the needs of all diners.
  + Employees should be trained in service/customer care.
* *Waiters*
  + The role of waiters is one of the most important in a restaurant.
  + Waiters are in charge of bringing orders to the kitchen, delivering ready orders to guests, cleaning and rearranging tables once guests have left and finalising payment of any customer bills.
  + Waiters should have excellent customer service and communication skills. They should be prepared to receive complaints from guests and deal with them appropriately.
* *Sommelier*
  + These are wine experts that recommend wines appropriate for specific dishes.
  + This employee must be in direct contact with the chefs to pair wines with dishes on the menu.
* *Receptionist*
  + These employees verify and plan for reservations, regulating the entry and exit of guests.
  + Employees should have excellent communication and exceptional presentation.
* *Bar Staff*
  + These include bartenders, bartender assistants and baristas.
  + These positions are generally filled by waiters who have been trained in beverage preparation.

*How to Start a Restaurant*

1. Pick a Restaurant Type

First, you need to decide on what kind of service you’d like to offer as a restaurant. Do you want to open a cafe or a fine dining establishment?

1. Create a Business Plan

Map out your plan for the restaurant. Describe the company, give your restaurant a name, do analysis on your competition, predict your financial projects and organise your staffing plan.

1. Choose a Good Location

After analysing the market and the competition, choose a location that would suit your businesses’ needs the best. For example, a food truck may do well in a park with a lot of foot-traffic. Choose a place where you’ll make money.

1. Design the Menu

Keep your restaurant’s image, seasonal ingredients and ingredient costs in mind when designing your menu. Explore various food and beverage options.

1. Prepare Restaurant Costs

Costs to keep in mind are:

* Rent
* Remodelling the property
* Equipment (Fridges, fryers, dishwashers etc.)
* Furniture
* Technology (Payment system)
* Staff wages

1. Fund the Restaurant

You may use your own personal funds to pour into the restaurant, however, there is a lot of help available. Grants from the government or culinary schools are available. You may also apply for a business loan to start up your restaurant. If you’re really lucky, you may be able to partner up with a private investor that will invest in your business for a portion of the profits.

1. Obtain Licenses & Permits

You may need a license to operate in certain areas and a permit to sell alcohol on your premises. Do research into what you’ll need in terms of paperwork so that you can get ahead in the process. Depending on the restaurant you open up, you may also need health certifications.

1. Hire Qualified Staff

Ensure that you have a list of employees needed for your restaurant and a thorough interview process in place before trying to hire anyone. When hiring, ensure that employees filling important positions are appropriately trained/formally educated.

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