

# 10

## ways to run a successful restaurant

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**Hi  
there!**

**Ready to learn  
everything there is  
to know about the  
HORECA BUSINESS?**

**Then read on.**

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# A NIGHTMARE!

Imagine, you've successfully started a restaurant, with a lavish interior and a delicious menu. But, still, it is deserted. People barely step into your place. You're thinking of all the possible points where you are falling short. But, the conclusion is still a blank space. Sounds like a nightmare, right? But...



What if we tell you that your restaurant's location matters as much as the interior and the delicious menu?

What if we tell you that you have to decide your location according to your target audience?

Yes! But, we are not just telling what's important, but we are also stating every reason for why it is important and how to do it right!



# The right thing in a wrong place

Let's start with this. You are all set to start a family fine dining restaurant nearby side well-known university. You are all excited and eager for your opening ceremony. The celebrity has also accepted your invitation, and your family and folks are ready with their best wishes and gifts for you. But, on the very next day of your opening, your staff is strolling around the restaurant, the tables are filled with void, and your counter is echoing a deafening silence.

With every passing moment, your hopes are spiraling down, and the mountain of doubts is piling up in your mind. What if we tell you, that this chapter can turn this nightmare into a fairytale?

In the same scenario, if you had gone with a café or a QSR model, you'd have witnessed an incredible footfall from the day of opening itself, because the crowd of your location is the youngsters, the café goers. Or, if you'd have chosen a residential or a market area for your family fine dining restaurant, you'd have served a beautiful experience and delicious food to the families. In conclusion, your restaurant business would've been soaring in the heights of the sky.

**So, it is clear with this example, how important it is to choose the right location for your HORECA business.**



# Steps to make it a FAIRYTALE!

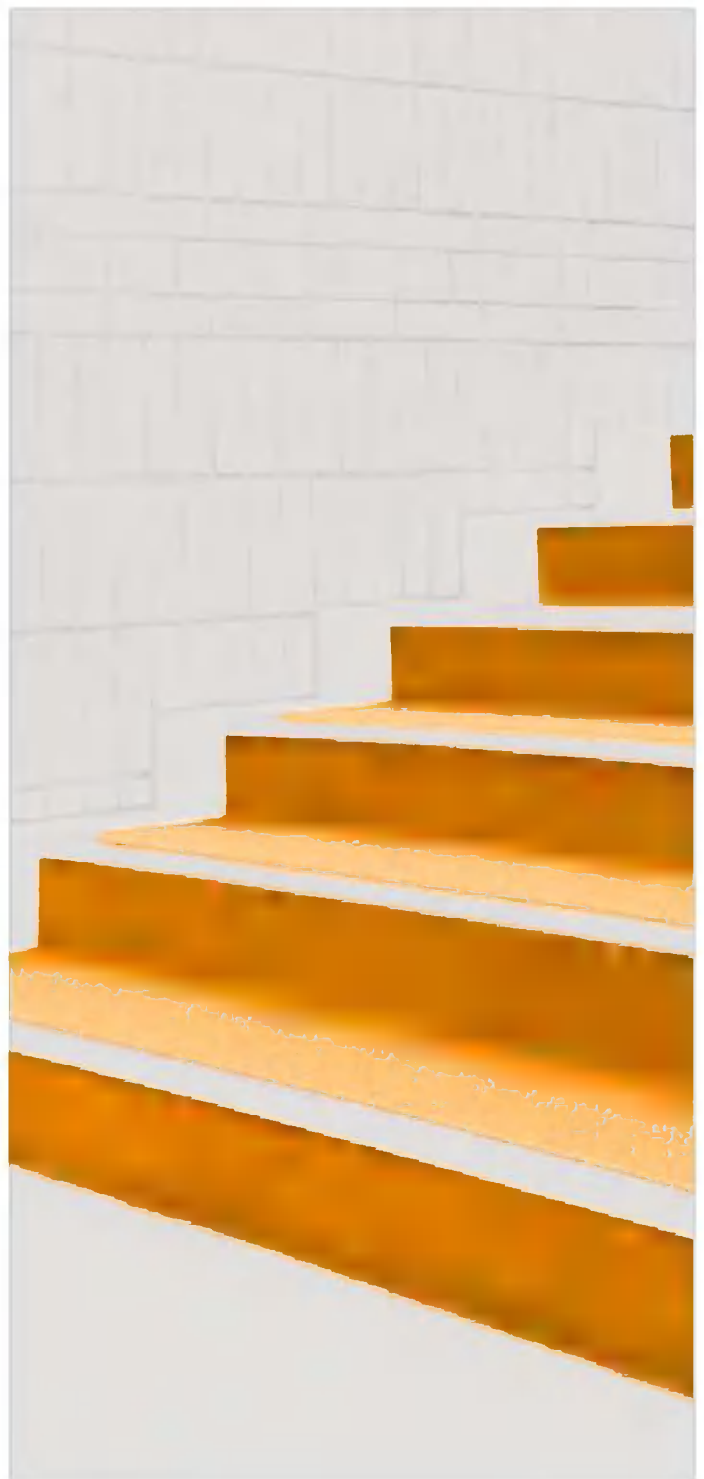
So, let's start this process in a simple way.

- First of all, you should have a clear idea about your restaurant model. Whether you want to put a QSR (Quick Service Restaurant) or a café or a full-fledged fine-dining hotel.

- Once you are clear with your model, you have to decide who your target audience will be, according to your HORECA model. Gather every piece of information about them. Research about their likes & dislikes, their behavioural pattern, their routines, and everything you think can benefit your HORECA business. Keep this research process thorough, as it will help to design your marketing strategy, too.

- Once you are done with your R&D, find a suitable location, which is frequently visited by your target audience. For this, you have to take care of the timings, too.

That is, at what time of the day, your audience is visiting that place and the intention behind their visit.



- Look for a location, which is easily accessible, present in front of your crowd, and spacious enough for the groups.



Besides this, here are some more points you should take care of while choosing a location: -

- 1. The location for your HORECA business should be somewhere near the railway station or a bus stop so that your customers can easily commute.**
- 2. The location is safe for your customers at all times of the day.**
- 3. The location is not overly crowded. Like a market, where a traffic jam is a constant problem.**
- 4. Your location should be spacious enough so that your staff can work easily, and your customers can spend time, comfortably.**
- 5. Your location has ample and safe parking spaces for your customers.**

Now coming to the basic amenities. The surroundings of your location should be clean and hygienic. This includes the drainage system, too. You are serving food, so you better serve it in the right way. Next comes the water supply. Your hotel or café needs 24 hours running water supply, so that the kitchen's workflow, as well as the customers, don't face any inconvenience. Last but one of the most important things is your chimney outlet.

It also decides the quality of ambiance you are offering to your customers. A systematic chimney outlet enhances the overall ventilation flow of your place. This contributes to the comfort level of your customer, as well as, the staff.

## It's a system

All of the above things decide the future of your HORECA Business. It speaks for what you are trying to provide to your customers.

Every point is like a small part of a big machine, the breakdown of any of the parts can lead to the breakdown of your machine, your restaurant, your business.

## Major takeaways

1. Clarity of your idea sets you in the right direction.
2. Don't start without proper research.
3. The location you choose should accompany your HORECA model and your target audience.
4. Think of the experience you are providing according to your audience.
5. Your basic amenities are like the foundation of your structure. Keep it strong!



# Taste should be the only **CONSTANT!**

Change is the only constant. That's the law of nature. But, in the HORECA business, the taste should be the only constant. Fluctuating taste dwindles the numbers of your business. And, many times, these dwindles do no good.

**Let's start with a burger!**



# Burger is a big-time mood!

So, one day, your friends came over, and you all decided to take a pause in between your favourite movie to munch on some snacks. Because there was a queue of movies & shows for you all to watch the whole night. There's a café down your building, where a variety of snacks is available. You can just call them and in a few minutes, your meal will be on your table.

But, you picked up your phone, opened McDonald's app and the demands started raining. Some wanted McAloo Tikki, some wanted fries, and you can't choose anything else over Maharaja Mac, because of the TASTE. The whole scenario is based on the taste, that McDonald's offers. And their taste can be found nowhere, except in their outlet.

## Taste WINS.

So, here we saw, how you ordered your burgers from McDonald's rather than the café down your building. McDonald's took almost double the time to deliver your meal, but you still went for them. Why? Because of the taste. Taste Standardization sets your food items as a brand.

People will come over and over again to have that dish at your restaurant because you serve a unique taste for it, which is available only at your restaurant. This can only be possible if the dish tastes the same at every serving, all the time.

It helps you in customer retention, as well, and gives your restaurant business a strong identity over time. Because, behind every booming business, especially HORECA business, customer retention plays a vital role. So, if your customer retention game is on point, your business will never go down the hill. If you have been meticulous after every detail of taste standardization, people will remember your restaurant, and choose it over other places. Because, you are serving a unique taste, which is constant throughout the seasons.

Let's consider an example of your family. Whenever you and your family decide to dine out, you visit the same hotel. Why? Because you know that you'll get the best taste at that hotel. In this way, that particular hotel has retained your family.

**But, the question still remains the same, HOW? How to ace the game of taste standardization?**





## Create a **TASTE.**

So, to standardize your taste, first, you have to identify your taste and experiment with it. There are chances that you come up with a dish, and it becomes your USP. Once you have decided on your menu, consult with your chef and discuss the ingredients and their proportions.

An extra pinch of salt can ruin your favourite food, whereas, less salt can make it bland and tasteless, too. We are talking about this proportion. The right proportion of ingredients is one of the crucial ways for standardizing your food's taste. Also, keep a check that everything you are deciding is documented, to avoid confusion in the future. These confusions are like waves. One wave can demolish your sand castle.

So, after you have decided on your ingredients and their proportions, next comes the cooking style. Every chef has his own style of working. With cooking style, we mean the way your chef executes the recipe. While making a cup of tea, the simplest of all, a standard procedure is to be followed, and every step has to be followed to the point. That order can make a huge difference. Set your goal and work accordingly.

Then comes the duration. Every dish requires a particular time limit for preparation. It includes various steps of the recipes that demand a particular time limit. A pizza, if left for an extra minute in the oven, can make the crust like concrete, which will ruin the joy of having pizza. That's why taste standardization is also about timings.

## Reminder: Keep documenting every detail.

Now, your dish is ready to serve. But, for your customers to have the best experience, you serve it in a style.

You garnish and decorate it on a plate, which makes it more appealing and

Instagrammable. So, now it's time to garnish. Again, the ingredients and their proportions come in the act. The ingredients you use to garnish should remain the same at every serving.

Once you are done with the above-mentioned points, create a proper directory that consists of every detail regarding your taste standardization. Now, maintaining this directory has different benefits. These benefits will contribute to the smooth working process of your restaurant business.

- **As you have every detail of the ingredients and their proportions, you can pre-plan your restaurant requirements. This helps you to stay prepared for everything.**
- **New chefs will join you. They can refer to this directory to understand your process, which will help in keeping your food taste standardized.**
- **You have documented every step that levels up your taste standardization game. Now, you can offer a unique taste to your customers. This will create a specific brand image in your customers' minds for your restaurant.**

So, with these points, we saw, how taste standardization benefits your restaurant business in different manners. But, keeping your food taste constant doesn't mean being stagnant. Making improvements from time to time can work to make your business prosper, profitably and tastefully.



# It's a system

So, just like other chapters, taste standardization is also a tiny yet the most important part of a huge machine; your HORECA business. Taste standardization helps you build a loyal customer base, who know and love your restaurant for the taste you offer, the taste which is available only at your restaurant, and the taste which they think comes from a SECRET RECIPE.

In conclusion, for your restaurant to work and serve smoothly, it's important for every part to perform its function properly.

# Major takeaways

1. Your customers will know you for the taste.
2. Document everything about the recipes, and prepare a well-defined directory.
3. Use this directory to improve your services and keep them at the best level.
4. Taste Standardization helps in building a loyal customer base.

# Your customers want you everywhere!

**Digital platforms are the new age marketplaces, where your customers are actively looking for you.**

Remember, the last time you planned to dine out with your family? At that time, you were new in town. You didn't know many restaurants where you can visit with your family. But still, you came up with one. How? You just googled "restaurants near me" and a list worth 10 scrolls were on your phone screen.

You chose the first one after checking out their reviews, posts, website, etc. despite your sister nudging you to show an Instagram post of a restaurant nearby your location.

This clearly states how dependent we are on digital platforms to search for everything, from a place to sit peacefully to a place to travel or be it a restaurant to enjoy your favourite cuisine. Not just that, this also shows our behavioural pattern as the consumer. We want the shop or service to be present online from where we can get their contact details or the directions to the shop. Can't find a thing? Google it! (Or Instagram it). In this digital era, it is natural that we want the world at our fingertips.



# It's all **DIGITAL**

You have looked after every aspect of your restaurant business, that is, location selection, theme & ambiance, taste standardization techniques, and your supply chain management, carefully and minutely. But, your efforts will only be successful when they are enjoyed by your customers, when they step into your restaurant and appreciate the quality of service you provide. For that, you need to be SEEN!

Now coming to our topic, with this chapter we are going to see how building an online presence for your restaurant can help you showcase your business in a way that connects to your target audience. The world is online. And, every business, from the ones that are traditional to those who are just getting started, is present online, where they showcase themselves and their services.

Your customers are your audience, and your audience is present online. You have to communicate with them through a platform in a language that is relevant to them as well as the platform. With this, you get to promote your restaurant directly in front of your audience, making them more connected to your restaurant business, which in turn converts them by making them step into your restaurant.

## Know your **audience**

Now, there are certain ways to make this communication more impactful and relatable to your target audience. A quick recap, the target audience is the people you are targeting to serve. That is, if you are planning on starting a family restaurant, then the families are your target audience or the family men.





# Pick a platform

Once you have decided who your target audience is, identify the platform where they are most active. Because that's the place where you'll showcase your restaurant. For eg. You've started a QSR near a college. So, your ideal target audience will be youngsters. Youngsters actively use Instagram, Snapchat, and Facebook, which will be the most relevant platforms to promote your restaurant business.

Opting for a platform according to your target audience is one way. You can select multiple platforms according to your target audience and the language of your message. People on Instagram largely consume short-term content, especially videos, which are visually appealing but not time-consuming. On Instagram, to convey your message, or to be precise, promote your restaurant, you can post your dishes, restaurant interiors, chef's specials, etc. that are catchy, appealing, and engage your audience, and the videos should catch their attention in the first 3 seconds, or you'll be just swiped. You can also post stories to engage with your audience in a better way by posting tips, contests, polls, QnA, and much more. Let your creative juices flow! Other than Instagram, you can go with Facebook, YouTube, Pinterest, Twitter, and other platforms where you think your audience is spending most of their time.

Every platform has its own language, which you have to use to communicate your message. These languages are the types of content that do well on that particular platform.

Social media might be the Asia of the digital world. But, there are more continents in this world, where you can showcase your business. So, it's good to explore and learn more about other continents.





# Google: Digital Super Market

Just like we said earlier, people search for everything they need on Google. So, you know the drill!

Google Business Profile (GBP) acts like your shop on Google, which contains every detail about your business. GBP consists of your business address, operating hours, description, reviews, and images posted by you and your visitors as part of their review. Through GBP, people can easily locate your restaurant and know more about it.

When your restaurant business is easily accessible digitally, it is also accessible in real life.

There are many ways that can improve your GBP's ranking. In the world of digital marketing, this process of ranking GBPs is also known as Local SEO. Target keywords in your content that are usually searched by your target audience. In this way, your content gets better reach, based on its relevancy.

Along with this, create value-oriented content for your restaurant's GBP. The more you provide value to your audience, the more they'll feel connected to your restaurant. Optimize your profile from time to time, so that it stays relevant and updated with the current trends.



# Deliver to their doorsteps

Today, you have to run a restaurant business, digitally too. Not everyone will step into your restaurant, no matter how many perks you offer. There will still be a specific group of people who wants to enjoy your food from the comfort of their home.

Don't miss out on these people, as a good chunk of your revenue will be generated from them. Make your restaurant service available on online food delivery platforms like Swiggy and Zomato.

That's why you have to make your restaurant business visible, everywhere. With the availability of your restaurant services on food delivery platforms, you widen the scope of serving your audience in a better way, at their convenience.

But, if you can go with building your own customized mobile application, it can be a major upgrade for your restaurant business, in terms of reputation and profit.

Your customers can directly order your food through your mobile app, and you can keep 100% of your earnings, as the middlemen of these transactions are no more. It's just you and your customers.



# Website: The need for the hour

A restaurant business with a classy website will attract more footfall than a food stall that is just visible in its locality. With a website, your target audience can know more about you in a better way. By owning a website that works just like a hot knife through the butter, you get to tell about your restaurant, the menu, its services, the idea behind your brand, why your audience should visit you and everything that you think will enhance the relationship with your audience.

But, a website will only do its magic, when people get it without a scroll bar. Optimize your website through SEO, so that your target audience finds you first and makes their choice without spilling a second out of their watch. Optimizing your website means making your website in a way that it gets ranked at the top place. This will only be possible when your content and overall website serve the demand of the search queries and are SEO-friendly. People go with one of the top three search results. Because no one has the time to sit and scroll through hundreds of search results in this fast-paced world. So, it is necessary that your website ranks, and gets visited by your target audience.

The digital realm is vast and endless. There are uncountable platforms that can fulfill your requirement.

The fact remains constant: Being digitally present is a must! It's beneficial to research the same and choose platforms that benefit your restaurant business.

But, just being present is not enough. The algorithm of these platforms is a beast. You have to feed it what it wants. You have to make him aware that people like your content so that the beast becomes your friend and boosts your business as much as possible.

Also, building and managing your restaurant's online presence can be a hectic task, when you have other aspects of your restaurant in your hand too. So, hiring a digital agency for your restaurant can be a boon and time-consuming. With this saved time, you can work to improve other aspects of your restaurant.

# It's a SYSTEM

A machine will serve its purpose, only if it gets seen in the right place by the right people.

Digital marketing practices get your restaurant seen by your target audience. Just like other components, digital marketing is also an integral part of your restaurant business as it puts your restaurant business right in front of your target audience.

With an expansion of digital content consumption, many doors have opened that can make your business flourish and nourish.

# Major TAKEAWAYS

- Know your audience
- Know your platform and its language
- Be creative with your posts and create relevant content that connects to your target audience
- Build a Google Business Profile and optimize it from time to time
- A GOOD website can do wonders for your restaurant business
- Incorporate SEO practices wherever necessary
- Algorithm is a BEAST, feed it!





# You have **MORE** than you think!

Acquiring resources is one thing,  
but utilizing those resources is  
where your wisdom comes into  
action.

Let's start this chapter with a ONCE UPON A TIME...

There were 2 guys, Viraj and Aadhish. Viraj came from a royal family, privileged to follow his dreams and live life on his own terms. On the other hand, where things were not very much in one's favour, Aadhish was from a middle-class family, with limited resources. He had a goal of creating a life out of whatever he had. Now, their paths collided at some point, when they both were dreaming of starting their own business. Viraj, supported by his family with everything, started his business in the next 3 months. It took a year for Aadhish to establish his business, but he started his operations a month later, as he had a plan in his mind.

Some years passed, and a magazine was published.

**Guess, who was gracing the cover page?**

Viraj, who had everything, or Aadhish, who had to build and earn everything?

We leaped this story. Let us take you THROUGH their journey.

So, the prince of a royal family, had everything under his sleeves, from finance to infrastructure, everything was sorted. And, that's why he was able to start his business in just 3 months. But, we all have heard this saying, "Well begin is half done". But let us bust a myth for you.

**A well beginning is only half done if it's a WELL-PLANNED beginning.**

Viraj began well, but instead of starting with a plan, he started with an idea. A plan is what makes an idea successful (only if executed well).

Coming on the other side, Aadish, who had to do everything from scratch, made it to the cover page of the magazine. The secret sauce of his recipe was planning. He planned his journey, acknowledged his available resources, and started working toward what he wanted to achieve. He made sure that every step of his plan was executed with distinction and it helps him achieve the checkpoints of his journey.

This chapter is about the resources and how you can utilize them for your business's abundance.





## Starting a HORECA business is also about **how wise you are.**

The way you utilize your resources is like making something out of nothing. But, a wise person can see many things in this “Nothing”. You have your taste standards on point.

The staff is also passionate about their work, and perform energetically. Your restaurant is standing with all its glory at a prime location with an undeniably beautiful ambiance. And, you’ve got your digital marketing game on lock!

But as this chapter says, “You have MORE than you think”. You can get a lot from your available resources. We’ll highlight some points that will help you to generate more revenue, and set your restaurant apart from others.

A restaurant is about the experience it serves, the experience as a whole, which is enjoyed by all the 5 senses, not only the dining experience. There are many things that you can offer to your customers that can engage them while they are not dining.

## Invite them into your **WORLD!**



So, your whole carpet area is not occupied with sitting arrangements. There's a waiting area or a sitting arrangement, where your customers usually wait when the tables are full.

In this space, you can put something that can keep your waiting customers engaged. Nowadays, selfies are the best highlights of any occasion. You can place a selfie booth in your courtyard.



Design this booth that works for your branding, is a bit quirky and interesting, that it catches customers' attention. This will help in your branding when your customers will post their selfies on social media taken at your restaurant. You can ask them to tag your restaurant in the post, and then you can repost those images from your social media handle. In short, GOD LEVEL Branding game!

Also, this will help in retaining those customers, as you are making them feel valued and offering a great time.

Apart from a selfie booth, if you are generous with your area, you can create a cute little play area in a corner for the kids.

Kids can sometimes (like every time) throw tantrums when they are bored. While they are waiting with their parents, they can play in this area. But, make sure, you build a safe space so that no one gets injured. Put soft turf on the floor and keep the toys that are not risky or harmful for the kids. If you can make a kid happy, you can do ANYTHING, take it as a business lesson, (and, of course, a life lesson, too).

You can do both, you can do more, or you can do none. It depends upon how much space is available. Just making a waiting area with comfortable seating arrangements can also work. The bottom line is to make your patrons feel comfortable.



You are the one who loves burgers, right? Then, you have surely visited Mc Donald's. Talking about their meals, the coke, fries, and burger can be purchased as a single item. But, buying a meal is quite cost-saving and helps in cross-selling.

Just like that, you can combine various items from your menu that taste together, and offer them as a meal. But before making it live for your customers, try and test it for yourself, invite your friends over and serve them your tasty invention, and ask them for some genuine reviews. If everything is set and the pieces of the puzzle are perfectly in place, you are good to go with your meal!

This will make your menu more colourful, and you get to offer so much more to your customers. Now, this depends on how you are experimenting with your menu items and combining them to offer a much better taste at the best price.

You can introduce these meal packages as an offer that sounds catchy and appealing to the customers.



# Leave a mark!

Be wise with your restaurant business. Always look at the bigger picture which means making future-oriented decisions. You can always come up with a unique style of running the restaurant that sets you as a BRAND in the market.

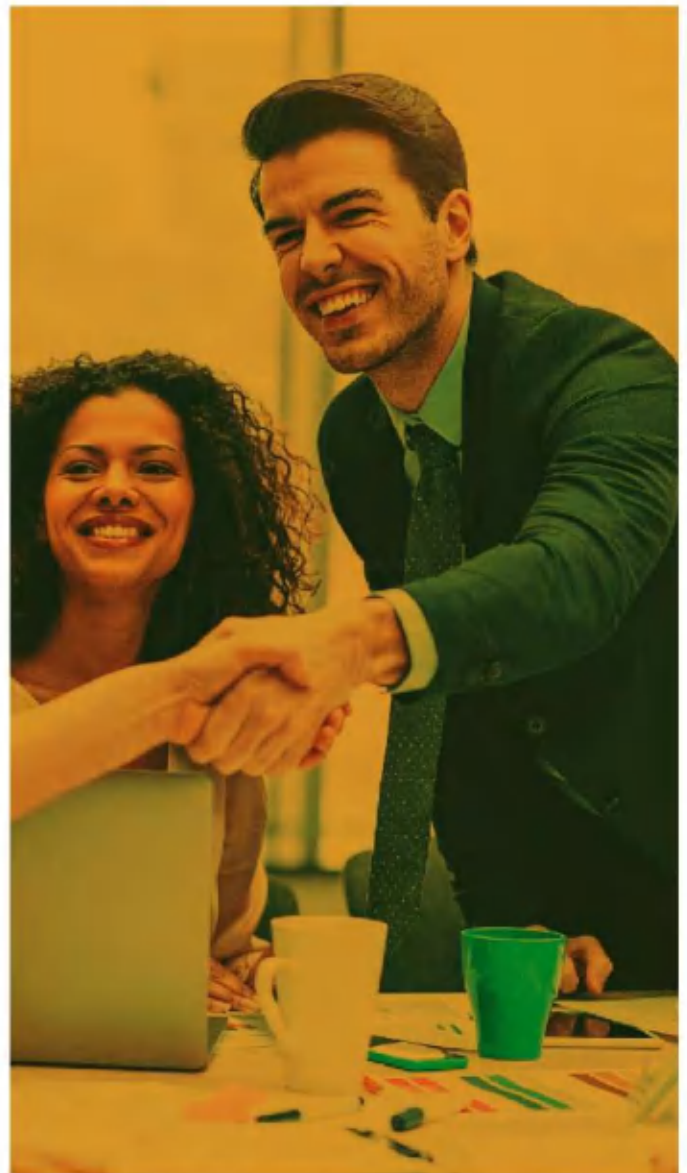
The things done by you which are different from others are your signature. You just have to believe in it, and perform it likewise. You can come up with a unique style of serving. Salt Bae is the perfect example of this. He is one of the richest chefs across the globe.

The chef's unique style of sprinkling salt got him on the trending charts and made the world imitate him. With this fame, he now sells franchises of his restaurant.

So, you can train your staff to serve your customers in your restaurant's signature style (but, don't be annoying with your style). With this, your customers will remember you and visit you again. This will not cause overnight magic. But, it will surely immune your restaurant business in the long run.

We do have more than we think. What matters is our mindset and the ability to make something out of it.

Running a restaurant business also demands your creativity. Because that brings solutions to a ton of problems. These points accompany other aspects of your restaurant business to upgrade. And, due to this, those points will be enjoyed by your customers to the fullest.



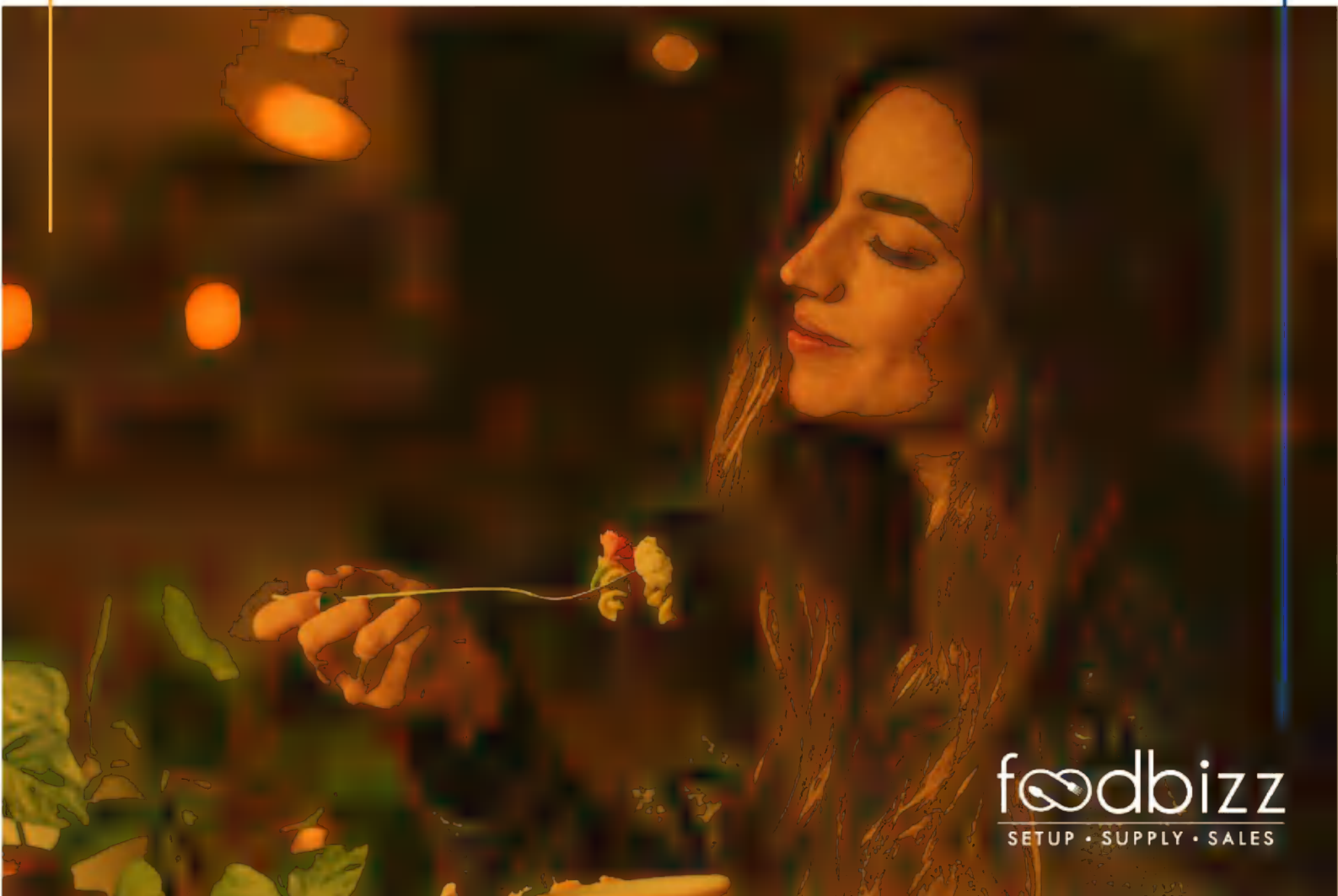


# It's a SYSTEM

Keep your machine in an open space, where you can arrange more things that accompany the function of the machine. The restaurant business, being a giant machine, demands more power, the way you utilize your resources makes your restaurant business powerful and ever-lasting.

# Major TAKEAWAYS

- Plan and utilize your resources, wisely.
- Making your customers feel comfortable is the foundation of retaining them.
- Design an experience according to the customers.
- Come up with your **SIGNATURE STYLE**.
- Be creative while running your restaurant business.
- This was a chapter about upgrading your restaurant business.
- You have more than you think.





# It's a **FAMILY** thing.

Running a restaurant is more like running a family. Every family member plays an equally important role to keep the family happy, together and growing.



## **Festive** time!!!

Any function celebrated with your family is a special one. It's the members who make those moments glittery and the function joyful.

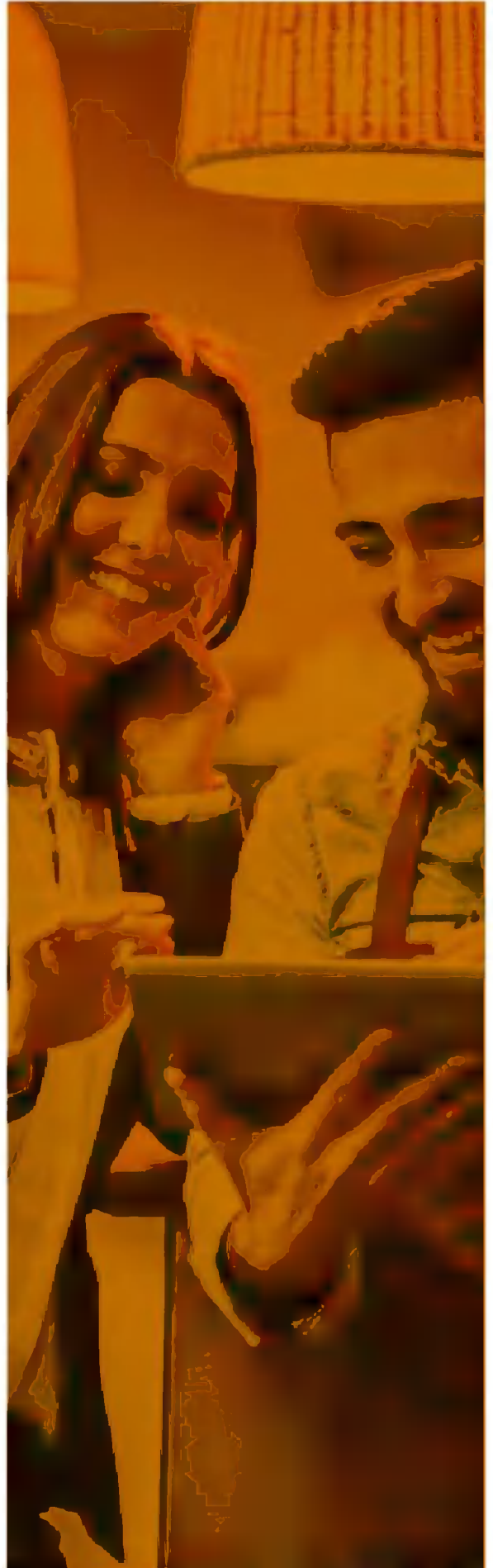
So, there's a function at your place. You, with every one of your family, are all excited to start the preps and make this occasion a blissful one. You all sit together to discuss the preparations and assign the task to every member. Your dad is a born artist, so he takes the responsibility to decorate the space. You are the king of bargaining, so you get the task to bring everything at the best price from the best place. No celebration is complete without tasty treats. So your mom, being a born master chef, took the task to cook all the delicacies. An Indian home without a rangoli design by the door? Impossible! That's where your sister entered the scene to flaunt her creativity. Everything is set!

The scenario is so heartfelt and happy, right? Every family member got a task they are best at, and they performed it very well.

# 0 Zero Hour

When the function got over, everyone sat together again, reminiscing about their favourite moments, all satisfied with hosting a successful evening.

But, was all of these possible if every task was burdened on one shoulder? The evening would've been hectic if any one of you have lacked behind in your given task. It was your teamwork that executed it successfully.





# Your restaurant is a celebration!

Now, let's get this straight and to the point. For a restaurant to function properly and offer the best dining experience to the customers, the staff must perform their tasks, efficiently and harmonize with one another.

Running a restaurant is not a "ONE MAN ARMY" thing. And, if you intend to do so, it would be like pulling out the wrong block and seeing the noisy demolition of your Jenga tower.

But, hiring the staff is not enough, too, as long as they are not performing up to the mark. You have to train them and unleash their skills that can be utilized for your restaurant's operations. Running a restaurant is all about skills. Use the skills of your staff members in the right place.

HORECA being a versatile sector, comprising multiple aspects, it is of great importance to appoint members who are specialized in that particular aspect.

Your staff and their skills are just the icing on the cake. A restaurant will only function smoothly when you have assigned the best person for every task, as well as, a backup so that the functioning stays uninterrupted.

Now, everything doesn't happen in just a blink of an eye. There's a procedure to get things done for your restaurant business. Different criteria affect your staff and their functions positively, if and only if, it is practiced with excellence. Let's go through some of those many criteria for a healthy staff.





# Workforce

Your finances also get affected by the staff you are hiring. Be wise with who you need and how many you need, if you are aiming to be successful with your restaurant business.

The workforce is the number of people available to perform a task. Every area of your restaurant demands a specific number of people to perform it with efficiency. So, analyze the task, before hiring the staff for it. You don't need a crane to move a table. But, you do need a crane to lift the container.



## Staff training

So, now you know the exact number of people you need for a particular task. But, that's not the end. There's a huge difference between a portrait drawn by a painter and the same by an infant. Here comes the skill.

The skills are gained by practice. You have to train your staff to work accordingly and bring the best outcome from whatever they do. You have to make sure that they utilize the knowledge and their training properly while at work.

Remember, in the earlier chapter, we advised you to maintain a taste standardization directory. Yes, now is the time to perfect it with the chefs you are hiring. This directory will help them to upgrade as well as keep up with your restaurant's taste standards.

Similarly, you have to train your staff members to maintain your restaurant's service standards and work in harmony to serve the best experience to the customers.



# Education < Skills

Education is what you learn. Skills are how you execute those learnings. But, not every skillful person is educated, and not every educated person is skillful. Let us take you back to your family function. Everyone was asking your mom for the recipe because she cooked some amazingly delicious delicacies. But, she is not a professional chef, right? But she has the skills, the knowledge, and the experience to cook perfection.

That's what you have to do at your restaurant while hiring the staff. Undoubtedly, education is one of the major aspects of any profession, but today, it's not the only one. With education, your staff must possess the right knowledge, experience, and the spirit to perform better than yesterday. A restaurant business is also about the passion to serve.

Just hiring professional staff and acquiring top-class equipment is not enough. So, go for the skills mixed with passion! That's what creates magic.

Apart from these points, there are many more qualities that your staff must possess to properly operate your restaurant. Take care of the little things in the people you hire, because those "LITTLE THINGS" make a huge impact. The way they talk, their personality, etc. makes them who they are.

But, at the end of the day, a restaurant is a FAMILY thing. Love, trust, and understanding are the main ingredients to keep the relationship and the family healthy, happy, and growing. There will be a lot of ups and downs, but you and your staff should face and get through everything together.

**Treat your staff with love and care, and support and guide them with what they do. The way you treat them is the way they'll treat your business. It's a 2-way street.**



# It's a SYSTEM

Until now, it must have been clear to you, that your restaurant business is a BIG MACHINE.

No matter how much you automate it, it still needs a human touch to function at its highest potential. Your staff operates this machine.

They should know the techniques, and skills to keep this machine running smoothly.

## Major TAKEAWAYS

- Your restaurant is like a family function, all the members have to work in harmony to make this function a huge success.
- Running a restaurant requires collective efforts.
- Your staff members are your teammates.
- Hire the required workforce, rather than just crowding your staff room.
- Provide proper training to your staff. Teach them about your restaurant.
- Skills will always be greater than education, but that doesn't belittle the supremacy of education.
- Treat your staff like your family members.





# Your THEME is a MAGNET

## It ATTRACTS!

The statement speaks for itself. Let's see how?

### Reflect your excitement

For instance, you are designing a wedding invitation card for your brother's wedding ceremony. You are all excited and enthusiastic about this event, as it is a BIG ONE! But, the design you made has dull colours, and the font is not justifying the amount of excitement in your heart. The overall design is not at all appealing.

You bury your head beneath a hundred questions. Where did I go wrong? Are my designing skills not worth it? How can I solve this issue? But, let's see a bigger picture in the same scenario. The event for which you were designing an invitation card was your brother's wedding.

The ceremony was a joyous occasion for your family.

The audience, that means your relatives were your recipients.

So, here comes the THEME! **And, that's why a theme matters on any occasion!**



# A magnet attracts as well as repels.

Coming to our main topic; a theme is like a magnet, if given proper time and thought, this magnet can attract customers, otherwise, it can work to repel them. When starting a HORECA business, you have to decide your theme with the same dedication, you decide your menu, name, or location.

Every minute part, be it crockery, furniture, lighting, décor, or any other thing, plays an impactful part in your business.

It creates an overall ambiance that offers a certain kind of experience to your customers.

And remember, people will visit your place for the experience you serve, food being the second factor.

So, if you are aiming at running a successful HORECA business, the theme is one of the most crucial parts for you to look after. Deciding on a theme is considering every single factor of your business model.

With this chapter, we'll gain a basic understanding of what is a theme, its importance, and how to decide on one for your hotel.





# The magic lies in the experience you offer.

For that, let's go through a story.

You have started a Punjabi Dhaba. You have hired the best chef, who has incredible experience working at a well-known hotel in your city. The location of your dhaba is just perfect. And, you know who your target audience is. Everything is set! But, since the day you started, you are not seeing any satisfactory footfall. The tumbis and dhols are about to go silent. And, now you are doubting every other thing about this dream of running a successful HORECA business. Still, scratching your head thinking where was the loophole?

In the above example, we didn't talk about your theme. So, here it comes!

The theme of your Punjabi Dhaba is completely opposite of the experience you were trying to offer. A customer expects a cozy, home-like, desi vibe when he visits any dhaba. But, you decided to keep your restaurant "lavish". The lightings of your place were too bright, and the furniture was beautiful but off-tune with the mood. In short, you offered the wrong experience to your customers that repelled them from your dhaba. That's how this MAGNET can repel, too, if not used properly. So, to explain it in a nutshell:

**"The theme is nothing, but the mood you create for your customers at your restaurant."**





# The making of CAPSULE.

**Interior:** Let's start with the outer covering. The interiors set an overall mood and ambiance for your restaurant. Your interiors should accompany the mood and the kind of service you are aiming to provide to the customers.



**Lighting:** This is another important element for the capsule. The lighting of your restaurant decides the quality of experience you are providing. Let's say, you are going to a fast food corner. Then, your lighting should be bright and joyful. Dim lighting is usually for bars and fine dining places. Keep the mood in your mind, throughout the process.

**Furniture:** The lion stays in a den, but a bird rests in the nest. Their lifestyles are way different. Just like that, every kind of mood is an animal. Decide your furniture according to the theme. If you are serving Rajasthani cuisines, you can use mattresses and cushions or Rajasthani style of seating arrangements. This creates a mood for your customers.





**Crockery:** And, now if you've decided to serve Rajasthani cuisines, you have to bring the flavor of Rajasthan into your restaurant. Rajasthani people have their food in bronze Thali. If not bronze, a proper Thali. That's how your crockery enhances the beauty of your theme. To make it simple, remember when you visited that Chinese restaurant? They gave you a bouillon to have soup. That spoon is specially made for soups. Also, for Chinese restaurants, you can use ceramic wares to serve your food.

**Staff uniform:** If your theme is a drama, your staff is the character. Let us remind you this: You are serving an experience. So, you have to make that experience alive. When you go to a Punjabi Dhaba, you'll see the waiters wearing Punjabi outfits with a turban. This helps your theme to become more alive and your customers can feel it.



**Menu:** It's a no-brainer that your menu will consist of the food items according to the cuisines you are serving. But, a menu is not just a piece of paper. The design of your menu should comply with your theme.

The colour combinations, the fonts, the titles, and everything in your menu should support your theme.

Once you have figured out the above-mentioned points, you are good to go. Every minute detail of your restaurant plays an important role when it comes to your theme. It's the experience you serve, and to be the best, you have to serve the best.

# It's a SYSTEM

We all know the basic functionality of any machine. Small parts work in harmony for a big part to function. The HORECA business is just like a machine, and the theme is one of the many components. But, a breakdown of any part leads to the breakdown of the machine. So, it is important to take care of every part and oil them time-to-time. Your theme decides your restaurant's fate. Because it decides the quality of the dining experience you are providing.

## Major TAKEAWAYS

- Your theme can attract as well as repel the customers.
- Study and stick to the theme.
- Your theme should have a mood, image, and value.
- Your restaurant is a BRAND.
- You are serving an EXPERIENCE.





# BE READY for anything & everything!

**Don't enter a battlefield unprepared.  
Be ready with your backups, TOO!**

Let's rewind to the year somewhere around the 1870s. Our ancestors are getting ready for the upcoming battle. The army is in the training field, pushing the bar higher to give their best shot. The commander is cross-checking the artillery, testing all the weapons once again, the sharpness of every sword, and whatnot! Everyone looks ripped and hyped up to enter the battle and prove their kingdom's supremacy!

After months of rigorous training, the gongs were banged, the people cheered for their empire's victory, and the horses were neighing eagerly to hit the muddy roads and the dust of the battlefield.

As the sun came marching from the east, both the army were ready to face each other. Heavy breathing with a passion to conquer the battlefield was seen in every eye. Every voice was filled with aggression, and the swords and the shields were held tightly on both sides. As soon as the conch hit its last note, both the armies rushed furiously to throw the toughest punch onto their enemies' glory.



If you were a fighter with a poet's heart, this chaos would have been the most beautiful thing for you.

The war kept on going till the sun took a leave from the oceanic sky. Just after another ton of clashing between the swords and the shields, there was a weird yet fearful silence on the enemy's side of the field.

So, our ancestors paused their actions too, to figure out what was it about.

Fighters started to yawn and some stretched their body to grasp some comfort. In the blowing wind, someone got to know that the enemy is only left with swords and shields, and all their explosives are now mixed in the air, and some in the ashes.

Great news! Now no one can stop our ancestors from achieving this victory. The army sighed relief and decided to end the war with a peace treaty.



# What caused one army's defeat, but another's victory?

## Backup! As simple as that.

In olden times, the wars used to go on for years and years. In this situation, it was necessary for the armies to keep their artillery filled up at every moment. You can't fight with punches and kicks on the battlefield.

Your ancestors won the war because they were ready to fight for another couple of days, they had enough explosives to blow off the army as well as their kingdom and the forthcoming generation, too. And the fighters on the other side came unprepared. They considered this war as some evening walk that they'll throw some swords here and there, and the king's crown will be secured.

This doesn't work like this. Your present moment may be running smoothly, but to keep this smoothness alive, you need backup, as everything is unpredictable, and nothing is promised.



# Adverse situations are like the battlefield

The restaurant business is exciting yet unpredictable. The best example to illustrate the “ADVERSE” situation is Covid 19 Pandemic.

Everything was going well, people were out there enjoying the best times of their lives. Out of nowhere, a demon stepped out and everyone got stuffed and locked inside their home and behind the masks. Unfortunately, every shop was shut down, and some businesses had to lock their shutters forever. This shows how unpredictable is everything in this world. So, to tackle these kinds of unpredictable adverse situations, you must be ready for every hypothetical situation which MAY rise at any given time.

In this chapter, we'll summarize the previous chapters, by knowing some ways to keep a backup ready for any situation.



## Basic amenities: The fuel of your restaurant

Water supply and electricity are something that should be your priority while running a restaurant business. It not only keeps your kitchen running, but also maintains the comfort level of your customers.

For electricity, you can keep a generator or inverter at your restaurant, so that it can come to your aid, in case the electricity runs out. For water, install a water tank, which can be used as a backup, if the water supply is facing some issue.



# Your inventory is your arsenal.

Starting with your restaurant's inventory, keep the raw materials and goods that are required for your restaurant's operation ready for the next few days in advance. This means, that if the next day, your vendor doesn't show up on duty, you can be stress-free, as you have stocked up your inventory.

Also, keep alternative vendors lined up. If one falls loose, you are already on a phone call with another vendor.

So, keep multiple vendors shortlisted for your inventory, so that it is always fulfilled with everything that promotes smoothness in your restaurant operations.



## Your staff is your army.

Staff training is one of the essential aspects of your restaurant business. Because they are the ones who interact with your customers. Add modules in your staff training program that trains your staff on how to handle emergencies. If a traumatizing situation arises at your restaurant, your staff should be prepared already to keep the situation in control and the customers at peace. Side by side, you can go through other factors to reduce or avoid the damage and risks.

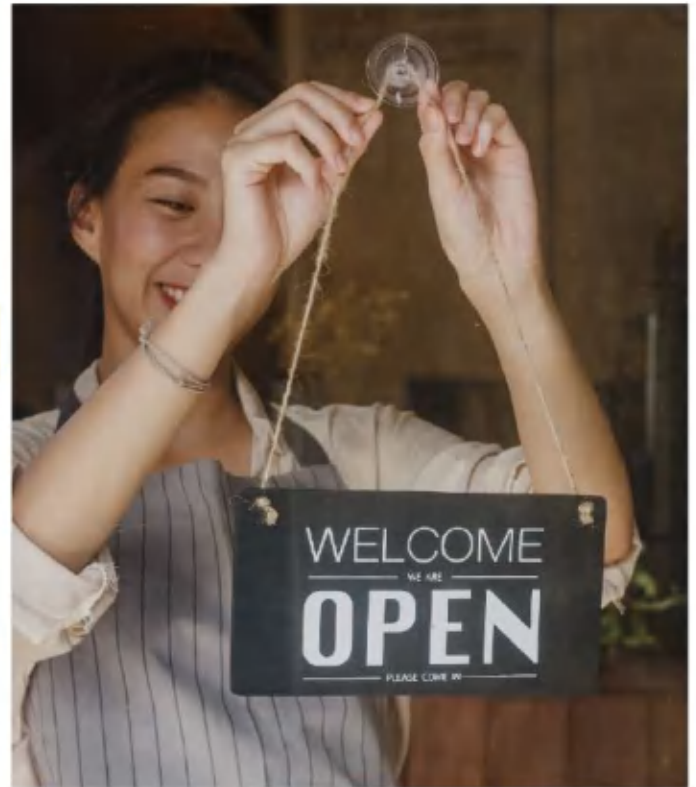




# The crisis management plan is your battlefield tactic.

A sound plan should always be under your desk which should answer your WHAT IFs. This plan should be handy and easy to practice, which means, it should consist of easy and practical yet impactful techniques to resolve the issues.

It's good to be prepared for what would happen rather than whining over what has happened, that would have been controlled or avoided with a PLAN. A crisis management plan is like a map that guides you and your business through a crisis.



## Keep a backup for EVERYTHING!

Recall every element of your restaurant in your mind. Yes, right there! Now plan a backup or an alternative for those elements to avoid a breakdown of the cycle at your restaurant. Talking about your social media, keep a collection of photos and videos, and CONTENT ready that you can post when you have nothing else to post. Collect as many client reviews as possible, or you can use the existing ones from your website or Google Business Profile as your social media post. The core of this topic is to keep your restaurant operation flowing in the right direction and eliminate the hurdles that can potentially divert this flow.

# It's a **SYSTEM**

A factory doesn't shut down or call it a day if the machine doesn't work. The mechanics step in to resolve the issue and get the process back on track. Likewise, when you face a problem in your restaurant business, you should be ready with a plan or a solution to fix it as soon as possible, rather than scratching your head and doubting your dreams. Problems are inevitable, but they are not unsolvable. Every lock has a key.

Wrapping this series with our last chapter, we wish you the best wishes in manifesting your dream of running your own restaurant, efficiently. The ocean of HORECA industry is endless, and the more you dive deeper, the more precious gems you get.

## **Major** **TAKEAWAYS**

- Keep your inventory ready and prepared at all times.
- Schedule staff training on a regular basis.
- Crisis management is the map that gets you through a crisis safely.
- Consider every element of your restaurant business while building a backup.
- Go through the previous chapters once again.
- Learn, explore, implement, repeat.





# A good supply chain sets you free.

Breathe in... Breathe out... Breathe in... Breathe Out...

## An exercise to keep your HORECA Business healthy, too.

The headline might sound quirky in relation to the topic. But this example will make it clear to you that it suits this chapter.

So, we all know, we need oxygen to be alive. Exercises like pranayama help you to boost the oxygen levels in your body. An optimal level of oxygen benefits you emotionally, physically, and mentally.

**“But what does this has to do with my restaurant business???”**



# The OXYGEN to keep your restaurant alive.

Yes, we are coming to the point. Just like the supply chain of oxygen in your body has to work smoothly, the supply chain of your restaurant has to be smooth, too.

A supply chain is a chain of goods that are needed for the functioning of your restaurant and everything that is used in the kitchen to prepare and serve food. Your supply chain decides a lot of things for your restaurant business. Be it your profit in numbers or your brand image in the eyes of people. A good supply chain maintains a free flow of goods without any interruption.

There are various ways to maintain a good supply chain for your restaurant business. Comprising various aspects, a supply chain takes care of everything that helps your restaurant to function properly.

With supply chain management, you pre-plan every requirement of your restaurant, which eliminates the risk of falling short on anything.





# The factor that “MAKES” your restaurant.

It's Saturday evening. You step into the new restaurant in your town to make your weekend more fun. Everyone orders their favourite food. Everything is going well. The food was tasty, customer service was on point, the dishes were not too costly, and the ambiance was also nice. Then, comes the time to have cold coffee. You call the waiter to place your order.

But, then something happens that takes away the wind of joy from your group. When you placed your order for cold coffees, the waiter said, “Sorry Sir, our kitchen is out of milk. Can I offer you something else from the menu?” And, everyone in your circle is thinking, “Like, REALLY?!!!!” It was such a mood spoiler, right? The brand image of the restaurant is ruined forever in your and your friends' minds.

Despite serving everything best, one thing demolished their castle. And, it's natural. It was bound to happen. That's why you need a smooth-running supply chain. It helps you to fulfill your customers' demands on time, with efficiency.

Not just the quantity of goods, maintaining a supply chain is also about getting the best quality of goods at the best price. It affects your whole restaurant business in the long run and decides the quality of service you will offer to your customers.

## Now, the main question arises: How to maintain this flow of OXYGEN for your restaurant.

Supply chain management is one of the most crucial elements of a restaurant business. This element has different parts that when worked together, make a good flow of goods and raw materials in your restaurant's inventory.



# Components of your restaurant's OXYGEN.

**Reminder: A good supply chain is your restaurant's oxygen.**

**Demand forecasting:** First and the foremost thing for maintaining a good supply chain is to know what your kitchen needs. Demand forecasting is making a list of everything needed in your kitchen beforehand.

With demand forecasting, you prepare yourself and your kitchen for the future by listing out every demand and getting them fulfilled. With this, no emergency arises, as your kitchen is loaded with everything already. Also, you get enough time to compare the prices and vendors.



## **Vendor management:**

There's a huge difference between the pizza you get on the street and the pizza you get at Pizza Hut. This difference is about the price as well as the quality. Vendor management is managing the source of your goods, the vendors. You have to choose a reliable vendor for your restaurant who deliver your needs on time with the best quality and at the best price.

Consider comparing multiple vendors to get the best price and quality. This gives you options to choose from. Also, have a backup option. Keep an alternate vendor on your list who can come to your aid in times of emergencies. In this way, your supply chain will never get interrupted by any means.





**Purchase order management:**

Purchase order is one of the main components. With purchase order management, the purchase order is directly sent to the vendor from the kitchen. This eliminates the check-points between the kitchen staff and vendors, which vanishes the chances of errors and miscommunication of the orders and everything is delivered that was needed.

**Inventory management:**

It can really be embarrassing when your kitchen runs short on any item and due to this, you can't serve your customers what they want.

This damages your brand reputation, which affects directly your restaurant business. Remember, one unhappy customer will stop 10 others from stepping into your place. Word of mouth marketing plays a huge role here. In inventory management, you are attentive to every movement of the goods in your inventory (stock) and replenish them accordingly.

An inventory with everything your kitchen needs is not less than a superpower for your restaurant business.

**Consumption and variance**

**management:** Now, this component is a bit of mathematics. While running your restaurant, you should know the amount of raw materials that are used for meal preparation and the actual consumption. Variance is the actual amount of inventory present and the amount of inventory that is needed for the meal preparation. So managing these two things also helps you in inventory management and demand forecasting. Consumption and variance management are also important when your food preparation has a certain set of standards prescribed, which keeps your taste standardization game on point.



# It's a SYSTEM

Your HORECA business is itself a big machine. But, supply chain management is also a machine that makes this BIG MACHINE work. We can say that a supply chain is like a chain that keeps this machine, your restaurant into motion.

Just like other components of the machine, it is of great importance to take care of this CHAIN and keep it oiled.

## Major TAKEAWAYS

- Your supply chain is one of the important factors for your restaurant's success.
- Plan your demands beforehand.
- Keep multiple vendors on your list.
- The quality and price of the goods are equally important as getting them on time.
- Bridge the communication gap between your kitchen staff and the vendor to avoid confusion in the future.
- Keep yourself updated with the ins and outs of your inventory.
- Get a digital SRM software, so that your supply chain management is automated and you get more time to look after other aspects of your restaurant business.





# They forward what they think

**Excellent customer service is the whole and sole factor behind your restaurant's success. It's the people who make it BIG!**

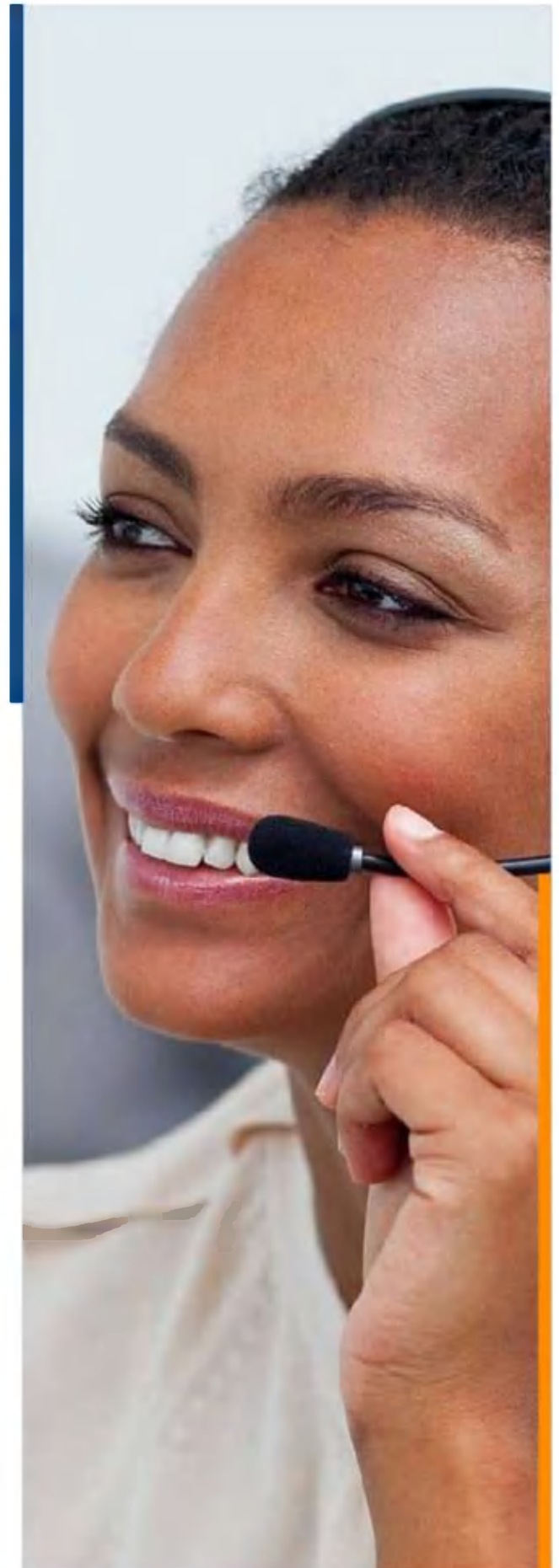
## This chapter has NO ANALOGY!

Because we want to keep this topic as straight as possible!

HORECA industry is the service industry. Just like democracy, this industry is for the people, to the people, and by the people.

Your branding and marketing can get the people through your doors. Your ambiance can keep them in a joyful mood. But, all of these will only be of value, if your customers are getting the best quality of services.

**This chapter is about what makes for EXCELLENT CUSTOMER SERVICE.**



# Connect to **your customers**



Yes, we are coming to the point. Just like the supply chain of oxygen in your body has to work smoothly, the supply chain of your restaurant has to be smooth, too.

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## It all starts **with your staff**

Your staff will be the first ones to interact with your customers. A simple greeting with a smiling face can go a long way. And as you know, a happy smile is contagious. Instruct your staff members to greet your customers, cheerfully. Besides greetings, there are a ton of topics on which you can train your staff for providing the best of the best customer service. Schedule monthly training programs for your staff, which will help them in revising all the ethics and code of conduct of your restaurant. This training will also help the newbies in your staff to keep up with other members



## Your social media is **your first impression**

Keep yourself updated with your social media activities. The promises you make there have to be fulfilled on a ground level. Nowadays, social media has a great influence on people. Every post shapes their way of thinking, ideas, and thoughts. So, if they discover your restaurant through social media, make sure that the factor that sparked their discovery is genuine. When they see your post on social media, they expect a certain thing that they'll be getting at your restaurant. Fulfill those expectations! Your social media content should reflect your reality. The theory of Yin-Yang doesn't apply to the restaurant business. The smallest things make the biggest difference. The magic lies in the details.

Know your customers, and offer them the service that is relatable to them. If you are running a family restaurant, ask your staff to welcome elderly people with love, care, and respect. If you are welcoming youngsters, keep your tone friendly and a smile on your face. Let them feel that they are welcomed at your restaurant. The moment they step into your restaurant, your timer starts. Now, every moment has to be special for them. Take care of every point where you will interact with your customers. These pinpoints will decide their next visit to your restaurant. Also, if you fall loose on any of the pinpoints, it can dilute your brand image and make that customer bounce back.



# The **PINPOINTS**

Let's consider these pinpoints as the places, for instance. Now, your customers will meet you at all these places, namely, e-mail, social media, advertisements, and the feedback they get from their friends.

Now, you have to make sure that you are not fluctuating at any of these places, and the quality of experience your customers are getting is constant throughout these places, these pinpoints. But these pinpoints will lead your customers to the final destination, your restaurant. So, you have to offer them the kind of service that will sum up every gem they have received on the pinpoints.

## It's time **to order!**

Now your customers have taken their seats. And, one of your waiters is at their table to take the order. Make sure that your waiters are well-rehearsed with your menu, daily specials, and your bestsellers. They should come up with quick suggestions if your customer is confused. Also, while taking the orders, take care of the special pointers given by the customers. Like, some people like their food extra spicy, or some don't like sugar in their tea, at all. Be to the point with the orders. In this tech-savvy era, you can automate the food ordering service at your restaurant with QR Codes or via a mobile application.

But, this system should be user friendly and not at all complicated. Food preparation takes a certain amount of time, but don't let your customers wait for too long. Ask them if they want to munch on some starters.

It doesn't end here. Simplify your payment process, too. If your billing is done at a billing counter, assign someone from your staff who is well-rehearsed with the billing system. The payment should not be time-consuming. Keep it swift! And, most importantly, end this wonderful dining experience with a greeting. The guy at your billing counter should be cheerful and polite to your customers.

If not a billing counter, you can place QR codes on every table, from where your customers can directly pay you, hassle-free.

## What's in a name? **EVERYTHING!**

Earlier, we mentioned that customers are the king, and they love it when they are treated like one. Address your regular customers by their name, this shows that they are valued and remembered at your restaurant. You can use their data to make their service more personalized. Some customers have their all-time favourite, so you can directly ask them about that dish without any prompt from their side.

## Personalized service will definitely make them feel like a **KING.**

This will also help you in your customer retention. As a matter of fact, customer retention cost is way too cheaper as compared to customer acquisition cost. But, that doesn't mean you don't have to look after the latter one.





## For the people, by the people, to the people.

India is a democratic country, and every citizen has the right to put forth their opinion, views, or FEEDBACK. That's freedom of speech. Likewise, make your restaurant democratic. Every feedback counts, whether positive or negative. Consider your customer's review about your restaurant like fuel.

-The positive ones will inspire you to do better, and the negative ones will help you identify your weak links, so you can work on strengthening them. You can maintain a diary, in which you can ask your customers to write about their experiences and reviews. You can further use the positive notes to promote your business on social media. In case of negative reviews, you can ask more questions to your customer about what they liked and what they disliked.

The same goes for your google reviews. Be responsive to every feedback, online or offline. The power lies in being grateful! Also, when you ask for reviews and feedback, you show that you care about what your customers think.

## Hence, VALUE PROVIDED, BRAND CONNECTED!

Word of mouth is one of the strongest kinds of marketing, and the best part is: IT'S FREE! Your customers will forward their experience to their friends. So, make sure that you are serving a delightful and spotless dining experience to your customers. Let them fall in love with your place, so that they express their love in their groups.



# It's a SYSTEM

A machine will be useless if it's not serving people's demands. In that way, this machine, your restaurant will only flourish if it's serving people a beautiful experience. The relationship with your customers strengthens the foundation as well as the overall structure of your restaurant business.

Be attentive to the points where you are interacting with your customers. Make sure that they are pleased with every pinpoint.

## Major TAKEAWAYS

- You operate your restaurant, but your customers run it.
- Connect to your customers.
- Schedule monthly staff training programs.
- Let your social media reflect your reality.
- Offering personalized service does MIRACLES.
- They love it when you KNOW them. Call your regular customers by their name.
- Keep your ordering and the payment system simplified.
- Consider every feedback as precious as a jewel.
- Your restaurant is for the people, by the people, and to the people.
- Provide VALUE! Create CONNECTIONS!





# This predicts everything!



**The restaurant business is not about piling up the bricks. It's about cementing every brick to build a strong structure. The bricks are your customers!**

It's a beautiful sunny afternoon. You have just shifted to this new location with your family. You are vibing to your all-time favourite playlist in your balcony. The sun was about to set, and a thought came to your mind to go out somewhere. But, you're not the one who spends time alone on the shore or goes on a solo road trip. Now, you are left with two options:

**A. Make new friends in your society and invite them on your wandering trip.**

**B. Call your old buddies who stay at a distance of 10 minutes from your new home.**

It's quite obvious that you will go with Point B, calling your old buddies. Because you already know them. You can easily offer them a treat that they'll definitely love. And, they are just a call away. As soon as you abort your call, they'll be at your doorsteps to pick you up. But, what if you choose Point A? You start with a basic introduction, then you'll continue the conversation about your likes and dislikes and similarities, and then if your bonding is set just right, you will invite them on your trip. But, god knows, how many evenings would have passed away in writing this new story?! But, that doesn't mean you don't have to make new friends at all. Your existing friends are available only on weekends. And, they'll not show up every time you call them, because they have a personal life, too.

Slowly but gradually you'll have to socialize with the people in your area. That's how you'll become friends with like-minded people. That's how you'll build your new Friend's Circle. So, without cutting off your old friends, you have to make new friends.

# The flow remains the same.

Coming to your restaurant business.



The restaurant business is a service industry. A quick reminder: Your restaurant is for the people, to the people, and by the people. You have to make new customers over time. But, you have to strengthen the bond with your existing customers, too. Customer retention and customer acquisition are the 2 major factors that predict the future of your restaurant business.

Customer retention consists of the techniques that bring back the customers to your restaurant. Whereas, in customer acquisition, you earn new customers. Whether it is making new friends in your personal life or earning new customers for your restaurant business, the law that remains constant is that you have to keep the bond strong with your existing ones, let it be your friends or the customers. Because your retaining customers will help you generate a bigger chunk of your revenue. Let's have a closer look into Customer Acquisition and Customer Retention.



# Customer Acquisition

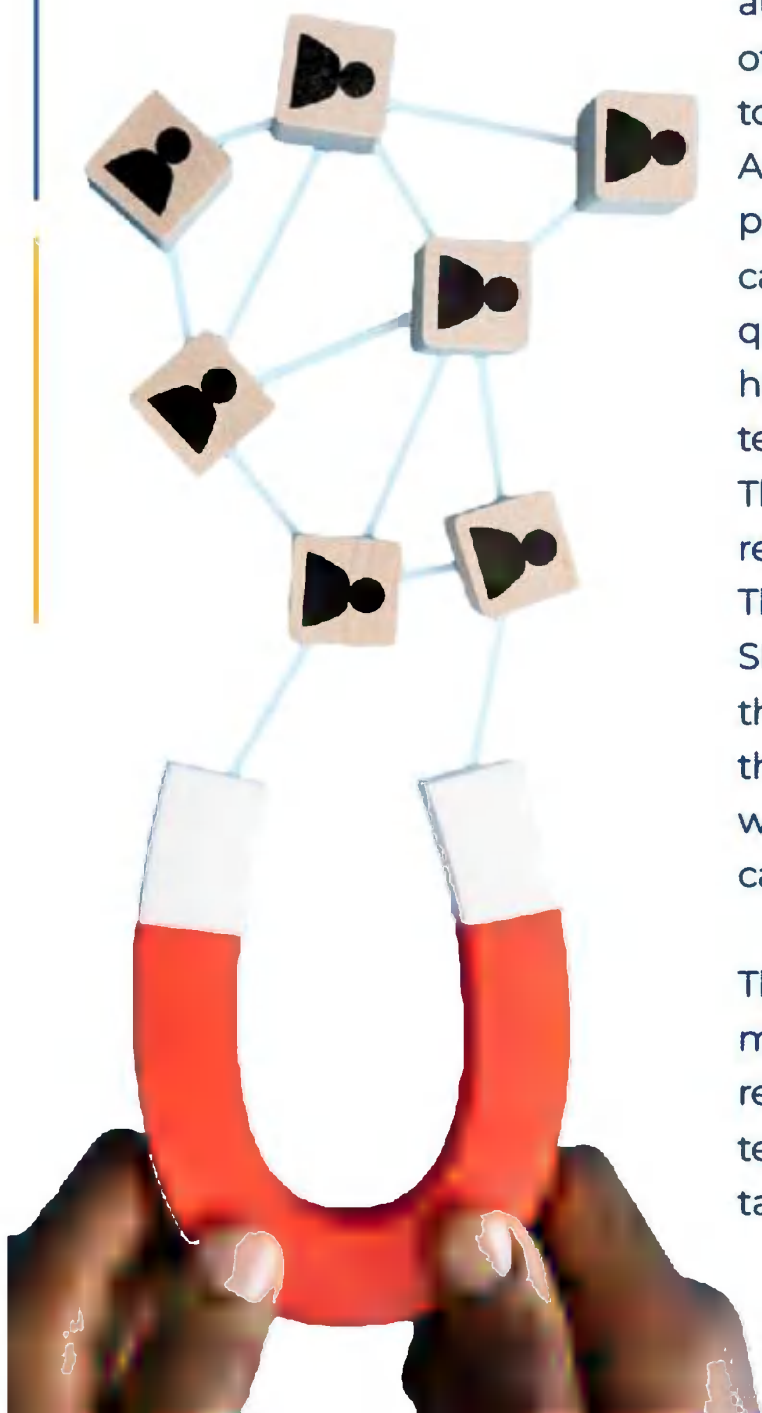
The cogs in the wheel of your restaurant will start working with customer acquisition. It's about earning NEW customers. Now, you can inculcate various techniques into your marketing strategy to earn new customers. To start with, first, you have to establish your restaurant as a brand. A brand that has a specific personality and a voice that will connect to your target audience just like a human. Starting with targeting your audience, you have to offer them what they want. Know their pain points and plan your strategy accordingly. You can offer them special discounts that are valid only for the newcomers to your restaurant. Once, you have got them through your doors, personalize your service.

What are the things that catch the attention of your audience? Are they a fan of live music? Are they youngsters who like to Instagram everything?

Are you targeting families that look for pure food quality at a reasonable rate? Or, it can be the couples who love to spend quality time over a candlelight dinner? You have to design your customer acquisition techniques according to your audience. The challenge is to bring them into your restaurant.

There's where you can connect with them. Show them that you care for them and that you are here to serve them the best of the best experience. In the earlier chapter, we've discussed the ways to express your care toward your customers.

The more you personalize the service, the more they will feel connected to your restaurant. You can come up with various techniques that you think can turn your target audience into your customers.



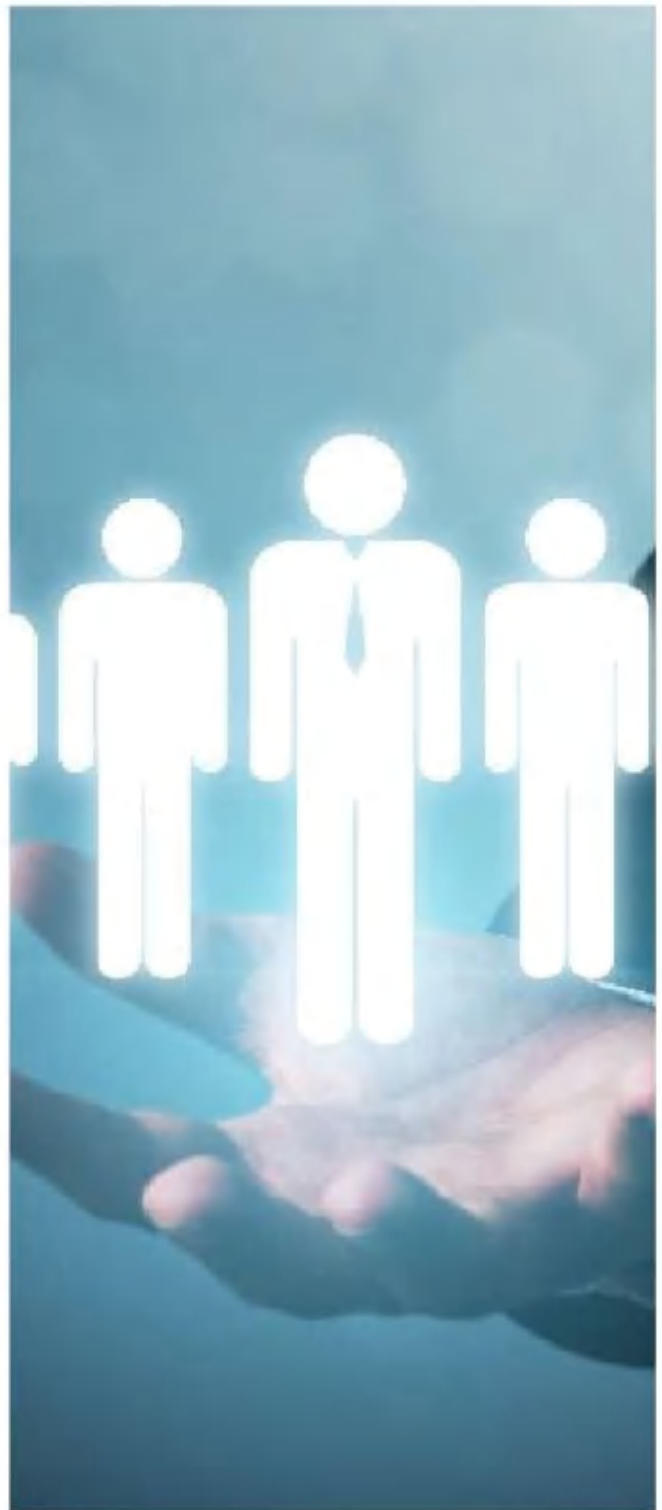
# Customer Retention

As of now, you have a basic understanding that customer retention refers to bringing back your customers to your restaurant to enjoy your services.


Now, with your outstanding customer acquisition techniques, you have created a decent customer base. Moving on to the next part, you have to retain them. These customers will not simply give another visit to your restaurant. You have to BRING them.

The quest of bringing them back starts on their very first visit. There is a cliché saying: The first impression is the last impression. Some may say it doesn't apply anywhere in the world. But, the restaurant business works on this saying.

The quality of service you offer your customers is everything that will predict if they'll come back or not. And, it includes EVERYTHING. The quality of your food, customer service, how long they had to wait for their order, and every other thing that makes for an EXPERIENCE.







**Your  
focus  
should  
be on...**

So, now you know the difference between customer acquisition and customer retention. But, you have to maintain a balance between both of them to make your restaurant business the next BIG SUCCESS STORY.

In the restaurant business, the big dogs focus largely on retaining customers rather than earning new ones. This shouldn't sound strange at all.

**> The Customer Retention Cost is comparatively less than the Customer Acquisition Cost.**

**> Customer Acquisition Cost: The cost for earning new customers.**

**> Customer Retention Cost: The cost of bringing back the existing customers.**

Once you have built your customer base, you just have to retain them by using existing data. Whereas, in customer acquisition, you have to literally work on a marketing strategy from targeting the right audience to convincing them to enter your restaurant. You can run a customer retention campaign 10 times at the cost of running a single customer acquisition campaign. Also, the restaurant business soars high because of retaining customers.

Customer acquisition is like graduating the university, but customer retention is what takes you on the path to becoming a professor.

# It's a SYSTEM



A machine will only continue to work if it's serving people's demands. Customer retention makes the whole circuit of your restaurant business work like a cycle.

While you are working on your restaurant's customer retention, you must keep the process of customer acquisition in work, as it will line up the new customers, which then will be retained. This will keep a constant flow of footfall in your restaurant that only gets multiplied.

## Major TAKEAWAYS

- Keep your old friends closer while making new friends.
- Customer acquisition is the first step of customer retention.
- Don't neglect the power of earning new customers while working on retaining the existing ones.
- Customer Retention Cost is far cheaper than Customer Acquisition Cost.
- Returning customers grow your restaurant business.