

Cash Flow Coaching Kit Logo

Planning your Business: Sajana's Restaurant

[Narrator] - To keep up with changing consumer tastes and continue attracting new clientele, Sanjana spends money on experimenting with new menus and changes to the decor of her restaurant on a seasonal basis.

[Sanjana] - I like to experiment with food and create menus which will continue to attract new customers.

I want people to bring their families to my restaurant and to keep the cost of the food at an affordable level.

I want them to have a memorable dining experience, so I ensure I have enough staff working in the restaurant to provide this experience to the diners.

Although some nights we are not that busy and sometimes we have more staff working than customers dining.

[Narrator] - Every business has its own rhythm of quiet and busy times.

Forecasting and understanding these demands puts you in a stronger position to plan for the impact on your business.