



## Menu of Services

### Restaurant Start-ups

#### **Full Service – Quick Service – Fast Casual**

You shouldn't do it without consulting our team of resident experts. We know the industry standards and can help you from concept right through to opening day and beyond.

Before you take the leap, give us a call. We offer a complimentary session of brainstorming and an exchange of information. We are an experienced and talented team of professionals with a vast array of resources. We want you to succeed.

After our initial meeting we usually recommend a feasibility study. The study will analyze the viability of your concept, compare appropriate demographics and include a financial section with projected revenues and a preopening budget.

When you've decided to leap, we've got you covered. Our expertise covers all aspects of a pre-opening timeline. We can work with you, or on your behalf. We can manage your projects or consult as you move through the process. Here's a taste of what we offer:

- concept development
- site selection
- blueprints & build-outs
- kitchen design & equipment
- restaurant design
- menu development
- cost controls
- vendor selection
- branding & marketing
- hiring & training

The right combination of a good lease, lots of hard work, and building a "lean" kitchen in the right size space; blended with a solid and well thought-out business model, the proper training, accountability and aggressive marketing, can make your concept a profitable reality.



## **Management Consulting**

### **Strategic Planning**

Be proactive not reactive. Take the time and start with a strategy for success. We will discuss the many ways in which to position and improve your company and map out a strategy for growth. When you take the time to set forth a strategic plan at the outset of each and every year, you can hold yourself more accountable, stick to the tasks at hand and measure your results. Don't you deserve the time to plan and strategize?

### **Financial Management**

Have you looked at your financials lately? Are you frustrated with not knowing what the numbers really mean? We will help you understand your financial situation by digging deep into the P & L. We can make recommendations for restructuring your P & L, expanding or adjusting your chart of accounts to give you the best and most accurate interpretation of what your numbers are telling you about the income and expense of your business. We'll also help you get a grip on your payables and receivables. We know the industry benchmarks, but we want you to know how you are making or losing money and how you can operate more efficiently and bring more to the bottom line.

### **Sales & Leadership Training**

Your sales team is critical to the growth and success of your business. They are your liaison to customer satisfaction, and represent your style and convey your vision. They can be the nicest, friendliest and most capable people in the world, but without the proper sales tools they will not be as productive as possible. We will help you implement proven methods to help increase sales by structuring the communication between sales reps, customers, venues, sub-vendors and the back of the house. We will help motivate your sales & management team to fine-tune their leadership skills.

### **Human Resources**

Most small businesses do not have access to the tools of Corporate America. Most of the time this seems like a perfectly acceptable and as some would say, preferred mode of operation. However, when it comes to Human Resources, wouldn't it be nice to have templates and guidance for written documents like non-compete and confidentiality agreements, job offers, benefits packages, performance evaluations and the like? We've got them and we can advise you. We can even function as your outsourced HR department. We can shop your insurance, place your help wanted ads, screen your candidates and even deliver the occasional bad news. We're not emotionally involved.



### **Communication**

One of the things we've noticed about small business is how many wonderful companies are so challenged when it comes to maintaining an open and honest communication among management or management and staff, or staff and staff. We have witnessed passive aggressive behavior, demeaning leadership and less than stellar resolution of conflict. It doesn't have to be this way. We are experts in group dynamics, conflict resolution and facilitation, and we have had great success in encouraging a better communication in the workplace. We set the standard by listening carefully, articulating key points of interest or contention, and speaking directly to resolution. We're not emotionally involved.

### **IT & Software Integration**

If you don't jump on the train, you'll be left standing at the station. Don't worry we'll help you jump on. We've got resources in IT and experience with most of the major industry software programs as well as some proprietary stuff that might help you. We think that web based solutions can be a great step for small business and you can count on us to help you integrate the new into the old.



## **Marketing & Media Consulting Services**

### **Website Design, Development & SEO – Search Engine Optimization**

The rules are ever-changing and always evolving and we are at the forefront. Inbound Marketing is a whole new world to many of us, yet as often as Google changes their algorithms, so we must change our strategy to land on the first page in a keyword search. We can help boost your rankings, ask us how.

We also understand that designers are not necessarily optimizers and we need both a great design and a fully optimized website to first capture and then retain the attention of our web visitors. Confused? We've got it down and can explain it to you. Better yet, we can get it done for you in style and at a great price. We can start from scratch or work with what you've got.

### **CRM - Customer Relationship Management**

Remember the word database? It used to describe what we referred to as a list of contacts along with their appropriate contact info. That was in the "olden days". Nowadays, the challenge is to not only list our contacts, but to segregate our lists into groups with shared needs, and to gather as much specific information about a contact as possible.

Classifying our contacts is what enables us to deliver a specific message directly to a group of shared interest contacts. We can help you keep track of all your contacts including through Facebook and LinkedIN. Target marketing increases the positive outcome of our appeal by generating more leads and closing more sales.

### **Print Marketing**

Tired of wasting money? What works, what doesn't work? Print marketing like postcards, brochures and menus are the "old dogs" of the "new world" but still an important part of your overall message and brand. We can help you save precious dollars without breaking the bank on useless marketing techniques. We'll help you get the biggest bang for the buck.

### **Email Marketing**

As business owners interested in selling and marketing our own products, we can stand in the shoes of the marketers flooding our own inboxes. We don't want to skip something valuable, insightful, informative, or even just plain fun. Email marketing is alive and well because it is still incredibly affordable, extremely effective, interactive, and provides the analytics to measure the return on your investment.



If you are not engaging in email marketing, call us immediately and we can help you get started. It's a no-brainer and good for business.

### **Web Based PR**

A well written press release distributed via a web-based PR service will drive more business to your website, and hopefully result in increased sales. The media is searching the web every day for stories of interest. It is in your best interest to have a lot to say about your business and the industry in which you thrive. We'll help you get the words out and deliver the message to the right people in the right way.

### **Social Media**

Twitter, Facebook, LinkedIN, YELP and all the others are leading the way. Restaurants are creating fan clubs on Facebook, and "fans" have the ability to spread the word about their favorite places like nobody's business. The ability to actually click right through from a restaurant listing on Facebook, to an online ordering system at the restaurant is a big plus. Don't miss out on the opportunities to promote your business in the context of the social media, it's happening right now and we'll help get you started or manage it for you.

### **Blogging**

It's a wonderful platform if you like to write and have much to share. It can bring you fame and fortune if you're really good, but it can also bring more business to your website. If you establish credibility among your readers and demonstrate a professional approach in your writing, you can attract even more readers who will spread the word about you and your business. Building relationships via the social media and blogging is a good way to build business. We make it easy and affordable and we can help you write it.



## **Operations Consulting Services**

### **Standard Operating Procedures (SOP's)**

As a caterer, are you tired of popping fuses with coffeemakers & convection ovens, witnessing the magic of disappearing linen bags, or noticing that the van keys are seldom returned to the right hook? As a restaurant owner, do you wish you had all your systems and operations actually documented? Would you like all your recipes in a book with photos and methods? We will assess your business procedures and create standards that will help you save time, money and aggravation on a daily basis.

### **Event Design**

An essential part of any successful restaurant or catering company is the ability to create new and different food and event concepts and designs for your private dining rooms and both on and off premise events. We will share, teach and train you and your staff cutting edge ways to WOW your customers. Take your presentation from good to great.

### **Staff Training**

Training should be an ongoing endeavor for anyone in the food service industry. We have training programs for both restaurant and catering staff, and can motivate any team to sell more and make more, with an emphasis on customer service. For restaurant start-ups, we can hire and train your management, serving and kitchen teams as well as engage with them in ongoing training procedures.

### **Menu Development**

We will review your current menu along with any competitor's menus, with consideration to your current market and product availability. We will make suggestions for updating items and deleting items. We will bring some new ideas to the plate and our focus will always be on creating a profitable menu which showcases your unique culinary muscle. For restaurant start-ups we can develop, test and cost out all pre-opening menus.

### **Food Cost Controls**

One of the most critical mistakes any foodservice operation can make is not understanding food costs and how even a slight fluctuation can make a big difference at the bottom line. Your food cost is a major cost center which can make or break your business. We will review your food cost, inventories and menus to help you gain a strong control of purchasing and profitability.



### **Recipe Development**

Is your food quality consistent? Are you concerned that your staff cannot make the same sauce the same way twice? Recipe development will clear the hurdles of inconsistency on an on going basis. It will also contribute to a better control of your food cost.

### **Kitchen Management**

Who's running your kitchen? Who is in control? After spending time in your kitchen and watching your operation in progress, we will offer suggestions for better organization, more efficient production, tighter inventory and purchasing controls and a more structured yet collaborative kitchen environment.

### **Food Concepts**

With new trends come new and creative ideas. Our cutting edge culinary team takes what's old and makes it new. Our innovation in the kitchen is legendary and as industry leaders we will teach you new and profitable ways to execute the jaw-dropping feats that will set you apart from the competition.