

<<RUNNING A RESTAURANT>>

图书基本信息

书名：<<RUNNING A RESTAURANT FOR DUMMIES(餐馆营业简述)>>

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内容概要

Millions of Americans dream of owning and running their own restaurant — because they want to be their own boss, because their cooking always draws raves, or just because they love food. *Running a Restaurant For Dummies* covers every aspect of getting started for wannabe restaurateurs. From setting up a business plan and finding financing, to designing a menu and dining room, you'll find all the advice you need to start and run a successful restaurant.

Even if you don't know anything about cooking or running a business, you might still have a great idea for a restaurant — and this handy guide will show you how to make your dream a reality. If you already own a restaurant, but want to see it do better, *Running a Restaurant For Dummies* offers unbeatable tips and advice of bringing in hungry customers. From start to finish, you'll learn everything you need to know to succeed:

- * Put your ideas on paper with a realistic business plan
- * Attract investors to help get the business off the ground
- * Be totally prepared for your grand opening
- * Make sure your business is legal and above board
- * Hire and train a great staff
- * Develop a delicious menu

If you're looking for expert guidance from people in the know, then *Running a Restaurant For Dummies* is the only book you need. Written by Michael Garvey, co-owner of the famous Oyster Bar at Grand Central, with help from writer Heather Dismore and chef Andy Dismore, this book covers all the bases, from balancing the books to training staff and much more:

- * Designing and theme and a concept
- * Taking over an existing restaurant or buying into a franchise
- * Stocking and operating a bar
- * Working with partners and other investors
- * Choose a perfect location
- * Hiring and training an excellent staff
- * Pricing menu items
- * Designing the interior of the restaurant
- * Purchasing and managing supplies
- * Marketing your restaurant to customers

If you're looking for a new career as a restaurateur, or you need new ideas for your struggling restaurant, *Running a Restaurant For Dummies* offers expert advice in a fun, friendly format. Packed with practical advice and expert wisdom on every aspect of the food service business, this guide is all you need to get cooking.

Everything you need for a flawless grand opening

Step-by-step guidance — from food to finances

Owning and operating a restaurant is hard work and risky business, but the rewards for success can be great — you can be your own boss and make a great living! But where do you start? Don't worry! *Running a Restaurant For Dummies* shows you how to open the restaurant of your dreams — and make it a success for years to come.

The Dummies Way

- * Explanations in plain English
- * "Get in, get out" information
- * Icons and other navigational aids
- * Tear-out cheat sheet
- * Top ten lists
- * A dash of humor and fun

Discover how to:

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- * Write a winning business plan
- * Pick the perfect location
- * Secure financing
- * Develop a delicious menu
- * Ensure food safety and cleanliness
- * Find out what customers want

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