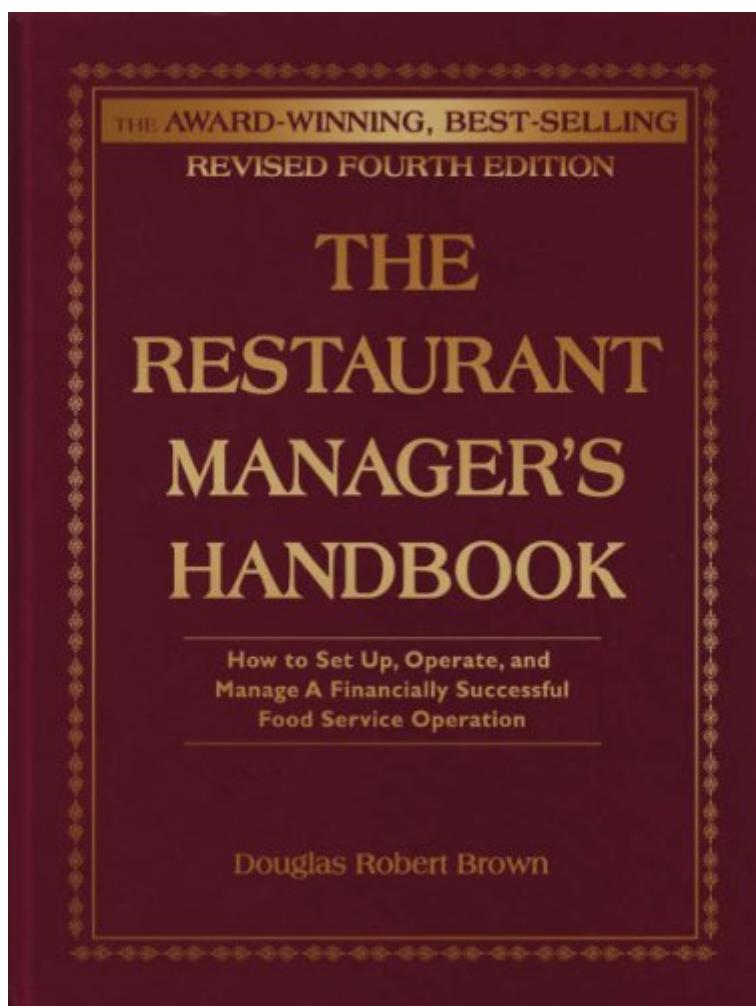


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The Restaurant Manager's Handbook: How To Set Up, Operate, And Manage A Financially Successful Food Service Operation 4th Edition



Synopsis

The multiple award-winning Restaurant Manager's Handbook is the best-selling book on running a successful food service. Now in the fourth completely revised edition, nine new chapters detail restaurant layout, new equipment, principles for creating a safer work environment, and new effective techniques to interview, hire, train, and manage employees. We provide a new chapter on tips and IRS regulations as well as guidance for improved management, new methods to increase your bottom line by expanding the restaurant to include on- and off-premise catering operations. We've added new chapters offering food nutrition guidelines and proper employee training. The Fourth Edition of the Restaurant Manager's Handbook is an invaluable asset to any existing restaurant owner or manager as well as anyone considering a career in restaurant management or ownership. All existing chapters have new and updated information. This includes extensive material on how to prepare a restaurant for a potential sale. There is even an expanded section on franchising. You will find many additional tips to help restaurant owners and managers learn to handle labor and operational expenses, rework menus, earn more from better bar management, and introduce up-scale wines and specialties for profit. You will discover an expanded section on restaurant marketing and promotion plus revised accounting and budgeting tips. This new edition includes photos and information from leading food service manufacturers to enhance the text. This new, comprehensive 800-page book will show you step-by-step how to set up, operate, and manage a financially successful food service operation. The author has taken the risk out of running a restaurant business. Operators in the non-commercial segment as well as caterers and really anyone in the food service industry will rely on this book in everyday operations. Its 28 chapters cover the entire process of a restaurant start-up and ongoing management in an easy-to-understand way, pointing out methods to increase your chances of success and showing how to avoid the many mistakes arising from being uninformed and inexperienced that can doom a restaurateur's start-up. While providing detailed instruction and examples, the author leads you through finding a location that will bring success, learning how to draw up a winning business plan, how to buy and sell a restaurant, how to franchise, and how to set up basic cost-control systems. You will have at your fingertips profitable menu planning, sample restaurant floor plans and diagrams, successful kitchen management, equipment layout and planning, food safety, Hazardous and Critical Control Point (HACCP) information, and successful beverage management. Learn how to set up computer systems to save time and money and get brand new IRS tip-reporting requirements, accounting and bookkeeping procedures, auditing, successful budgeting and profit planning development. You will be able to generate high profile public relations and publicity, initiate

low cost internal marketing ideas, and low- and no-cost ways to satisfy customers and build sales. You will learn how to keep bringing customers back, how to hire and keep a qualified professional staff, manage and train employees as well as accessing thousands of great tips and useful guidelines. This Restaurant Manager s Handbook covers everything that many consultants charge thousands of dollars to provide. The extensive resource guide details more than 7,000 suppliers to the industry virtually a separate book on its own. This reference book is essential for professionals in the hospitality field as well as newcomers who may be looking for answers to cost-containment and training issues.

Book Information

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Customer Reviews

All I can say is truly the nuts and bolts with running a restaurant business, myself owner of a family restaurant 60+ years old bringing up to date with paperwork and forms especially the software aspect having someof these key elements in place is really a life saver great book for those of us with successful business and not alot of time thank god for the index because its a massive book with a chock full of information, for those that don't like the book I would lovfe to see their shop quite

curious but its a lot of info, to say this book is for a novice, no its not, it will prevent the novice from making bad decisions right off the bat but the book to me in my opinion is for an established restaurateur. The only thing that I would like to see is more formulas. Other than that great book.

This 900 page monster should give me the information I'm looking for. Fair price, but could have been a bit better. You can't put a price on knowledge and experience. Came a week early! Well packaged!

Let me start out by saying I am not a pro in the food industry. I have always had an interest in having a little sandwich shop. But I got cold feet because so many fold after a short period of time. This book will explain why. I think this book is a must have for anyone starting out. I think pros would like it too, but you would have to ask one. Let me just say that if this book got lost I would buy another right away. You can't go wrong buying it.

Amaizing book , all the information you need .

Excellent

It contains an abundance of information to aid me in establishing a pathway to my dreams!

It's a great book with very detailed information and introduction about food realm. Like it and Recommend it!!!!!!

Was the perfect tool to help me develop the Operation's Manual. I learned so many details about the business, better the service and customers returned 50% more.

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