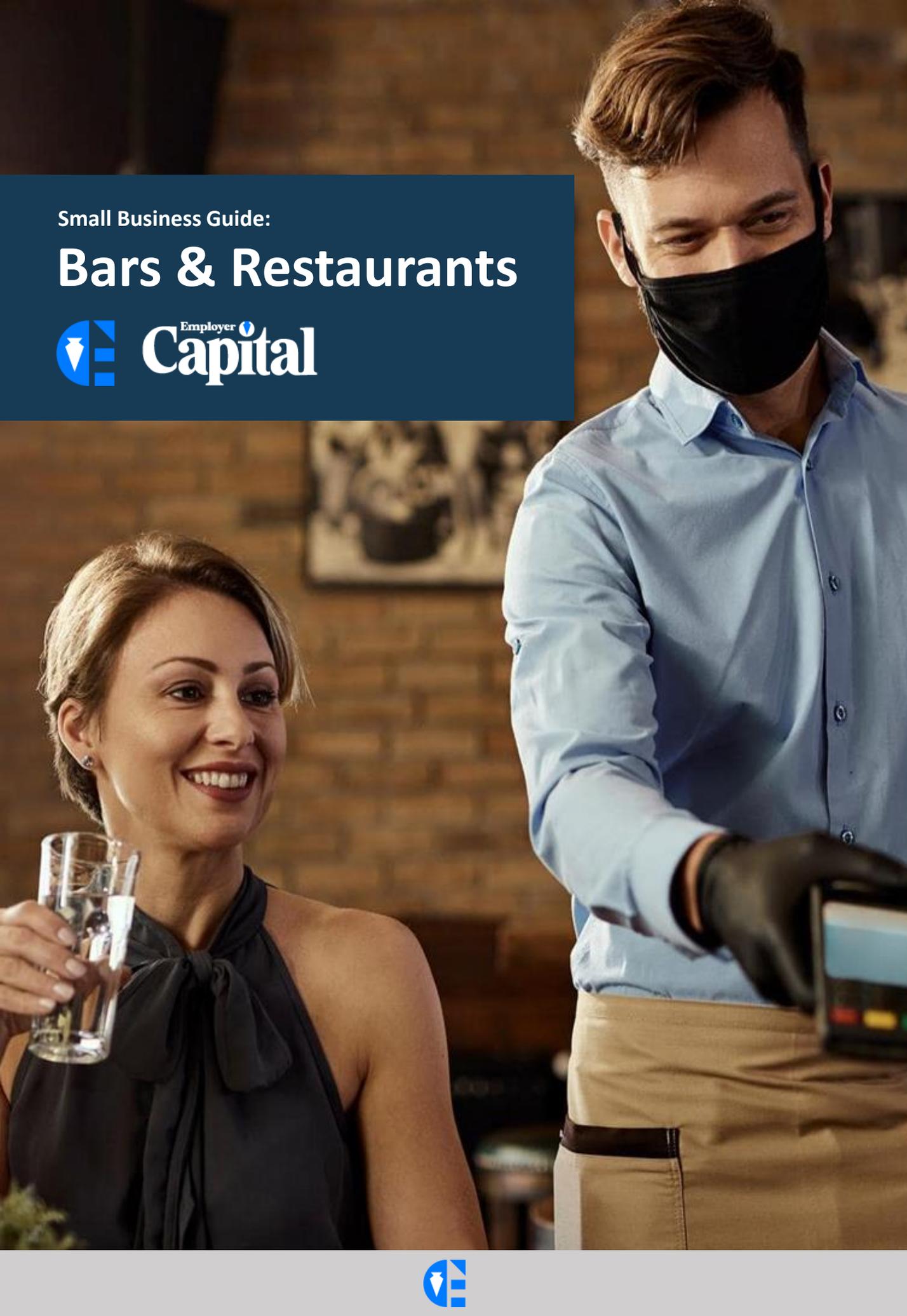


Small Business Guide:

Bars & Restaurants





Where Small Business Goes Big

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Introduction

Have you just started your business or been running a business for years? It's a roller coaster ride, and there's much to understand. Plan ahead, stay relevant and competitive and avoid common mistakes restaurant and bar owners make.

1. Management

The bar or restaurant manager is responsible for the staff and customer experience, the logistics, marketing, promotions, and public relations of the bar restaurant management. Think about yourself, run your business or hire someone for this position; your business needs to stay calm under pressure, make firm decisions, multitask, and be more productive than your customers. Please leave it in the hands of a manager who can maintain a positive relationship with customers and staff.

Here are some tips for effective management protocols:

Communicate

Ensure your staff knows the same about expectations. This includes proper training when first joining the team and ongoing training and 'renewal.' You can also hold a short team meeting before each service is completed.

Always stay relevant

Think about how you can keep up with the times and stay relevant to your customers in all areas of your branding. Stay one step ahead by listening to current conversations and developments on lifestyle, culture, food, and drink. May offer... what the customer wants. It's essential to keep your menu up-to-date and fresh by experimenting with new flavor combinations and popular ingredients



currently "trending." It applies to all marketing materials. Make the most of social media opportunities for customer relationships and marketing at little or no cost. This will increase your visibility, and you will be able to connect with your customers on a more personal level, build your brand personality and encourage them not to buy by showing you are not bland or outdated.

Know your customers

Pay attention to the types of customers you typically welcome at your restaurant or bar, and think about what you can offer to keep them coming back. This includes live music, events, bespoke promotions, and quiz nights, including opportunities for What do your customers do best? Also, learn about the competition in your area and if anything new, original, or different you can offer should be considered. Watch your cash flow. Regularly monitoring your spending and income is essential to your business' success. Keep an eye on it even for a day. Staying on top of your cash flow means reacting quickly when changes are needed. For example, this includes changing menu prices to reflect rising ingredient costs so that price fluctuations do not impact the bottom line.

Most importantly, a sound bar or restaurant manager should have an overview of each business area while also knowing when and how to delegate!



2. Inventory

Opportunities with Suppliers

Quality, value for money, and reliability are the key factors to look for when working with a supplier. Take the time to research and compare products from different vendors instead of choosing the cheapest or most convenient. Building excellent and lasting relationships with several suppliers are suitable for your business in the long run and give you peace of mind that they can be trusted and that the quality of their raw materials is worth it. To be competitive, it is important not to overpay your suppliers, so focus on the best rates or bids and compare the service you currently receive with other options.

Controlling Shrink

"Shrink" means the avoidable and unnecessary loss of revenue, generally because of the things like giving away free drinks, over-pouring alcohol, or simply wasting it. It might be purely careless or accidental, particularly during busy periods or high pressure, but it can be a theft of income from your business. Of course, there are cases where deliberate theft and fraud also contribute to the decline. It may seem like a minor issue, but it can add up to thousands of dollars more in loss with time.

- One way to deal with this problem is proper training. Bartenders who can precisely measure and pour alcohol and understand how to make and charge cocktails are much less likely to make mistakes. Similarly, waiters who can safely carry more plates and glasses are less likely to take costly breaks. Regular training and pre-shift spot checks can help eliminate lapses.
- Inventory and point-of-sale (POS) management technology is also an excellent asset in controlling potential downsides for restaurants or bars. These technologies let you manage customer interactions, track inventory and compare sales so everyone is held accountable.



Planning best practices

Ordering Keeping track of the frequency and quantity of orders can be challenging, especially when you're just starting, but it gets easier over time. I want to avoid that. I have to refuse it because it is out of stock. On the other hand, you don't want to pay significantly more than what you sell. Research industry standards for how much inventory you should keep on hand. The most important thing is to track your inventory, so you know exactly how much of each food or drink you have on your menu. You can then compare that to sales and adjust your orders similarly.

Seasonal stock

Once you feel you are pacing your orders well, you should think about seasonal variations and specific holidays and festivals that might affect sales, and ice cream may be sold in summer if you feel you are making more sales with hot drinks in the winter.

Customers can drink more cocktails and soft drinks on sunny days and more coffee and hot chocolate on cold days. You can also drastically change your menu at certain times of the year, such as Christmas. This should be reflected in the order and consumables.

Excess Inventory

If you find yourself with excess inventory, you can first check with your supplier to see if you can return some of it. Depending on the specific arrangement, we may be happy to offer a partial refund or credit for future orders. Think of creative ways to promote the specific drink or food you need to move, and don't be afraid to offer discounts or special offers to sell as much as possible. It's all worth it instead of wasting everything.



3. Staffing and Hiring

Searching Talent

Attract the best talent

Encourage talent to come to you by creating an engaging workplace where staff feel happy and appreciated. Many members of your team are likely to know other people looking for work in the hospitality industry and can go word of mouth. Also that some of your clients are looking for work may occur, and you will be tempted to inquire about opportunities.

Stay active on all social media platforms

Nurture your online personality and presence so potential employees can easily find and see what you do. In addition to posting job postings on job boards, you can use sites like Twitter and LinkedIn to recruit potential talent and let people know you're looking for them.

Think local

It is also worth promoting your position in the local press and on online message boards in his community. Because it is more likely to attract talent from surrounding areas. Likewise, if most of your customers are out of town, it's helpful to have locals on staff who know the area.

Identify right talent

Lastly, you need to know how to identify talent when you see it. It's not just the amount of experience listed on their resume, especially in the hospitality industry. Many of their roles are to be social and make people feel welcome and comfortable. So think about who you want your staff to represent your restaurant or bar to customers. Try to change someone's attitude and character!

Training of staff

All staff should be trained when first hired, but regular 'refreshing' is also recommended to ensure standards are not lost.

Why is proper training so important?

- Staff feel safe and know what is expected of them
- Customers enjoy being with you and have a consistent experience each time they visit
- Protect both staff and customers
- Reduce the risk of lost revenue due to avoidable errors (shrinkage) such as breakage or scrap.



What should the training cover?

- Menu knowledge
- The layout of the bar/restaurant and where you will find what you need
- Specific bar skills (such as cocktail making)
- How to use the software and system?
- Additional responsibilities at the start/end of shift (cleaning, managing sales relationships, etc.)
- A protocol for some possible scenarios (e.g., when a customer complains about food)
- An understanding of the specific culture you want to create

Keeping the team motivated

Bars and restaurants often struggle to retain staff in the medium to long term, with a lot of time wasted on hiring and training.

1. Pay Fair: It may sound simple, but if you want to keep top talent, you must pay them properly. Better to do the same work elsewhere. If they can get paid, they can lose quickly. Check industry rates and make sure they match.

2. Set clear expectations - Don't assume team members know what you expect of them. If your staff doesn't know what you are expecting from them, it will be impossible for them to fill full those. So, always set expectations that you are offering them.

3. Praise your staff: Praise your staff when they do a great job or when a particular service is booming, and acknowledge their accomplishments.

4. Listen to Feedback - While your staff is on the front line every day, listening to their feedback and suggestions is beneficial. They may be able to uncover problems you were unaware of or solutions to problems you hadn't considered. It can make you feel like you are there and motivate you to do your best rather than the bare minimum.

5. Provide Development Opportunities: When we see potential in our employees, we do what we can to foster that potential by offering them with opportunities for personal and professional development and greater responsibility. increase. Of course, in the long run, this benefits the company and the individual staff.

6. Lead by example - When interacting with customers, show your staff the attitudes and culture you want to develop. Likewise, if you have a small task and free time, you don't have to do it yourself with pride and effort.



4. Menu And Kitchen Menu Design

Now there is no room you think when the design was an afterthought. The look and style of your menu should combine your physical, print, and online presence with a consistent and strong brand identity. This is how customers connect with the 'personality' of your bar or restaurant. Think about the kind of image you want to convey. Elegant, professional, luxurious, extravagant, quirky, vintage, and trendy. Make sure it is reflected in the layout, typography, and even tone of voice; if finances allow, it's worth partnering with a professional graphic designer to do what's right for you. Don't be afraid to try new things when it comes to his menu items that keep it fresh and relevant. An excellent place to start is to go out and visit your area and see what's there. You can try new flavors, explore different cultural influences, or even put your twist on a classic.

Find the right balance

While planning your menu, pay attention not to overdo the number of options offered. Offering a variety of dishes and drinks to suit different tastes is good, but too many choices can make things too complicated for staff and customers.

- Clients are overwhelmed with choices
- Staff don't remember the details of each dish
- Increased likelihood of errors when ordering
- Increased pressure on chefs to prepare a wide range of dishes for each service
- Too many choices make you look like a handyman, but none of them are masters.

kitchen layout

Whether over an existing kitchen, renovating it, or designing it from scratch, it's essential to make the most of the available space and organize your kitchen to be as practical and functional as possible. Understand the actual requirements and changes that can be made to ensure smooth, safe, and efficient operation.



5. Marketing and Promotion Affordable Marketing

In many ways, marketing has never been easier and more accessible, especially in community centers like bars and restaurants. Social media and digital marketing offer opportunities to connect with repeat customers and prospects more personally and socially than ever before.

- **Active online presence:** Just by being active on networks like Twitter, Instagram, and Facebook, you can show people who you are, get them interested in what you offer, and start growing your following. Do it before you open the door!
- **Online Promotions:** A valid account is a great way to promote special offers, host contests, share new menu items, or spread the word about upcoming events, paid directly to your target audience. Best of all, it's completely free! There are certainly paid opportunities for advertising and promotions, such as targeted advertising on Facebook.
- **Start a conversation:** Social media accounts are also ideal for collecting customer feedback and suggestions. This helps ensure that cafes and restaurants give their customers what they want, new menu items, or ways to improve their customer experience.
- **Build a great website:** You also need a responsive and professional website. It reflects who you are and what you do and lets customers know where to find you. You can keep it as simple as a one-page site, but make sure it looks great on any device. You should also include an email subscription option to build your customer database to email you news, offers, and promotions.



Other simple but effective marketing and promotional tips include:

Specials: Limited-time specials help attract new customers, build numbers during quieter hours, and move excess inventory. Promote offers such as discounts on specific menu items, 2-for-1 offers, early bird dinner specials, and more. Internally, through email subscriber lists and social media accounts.

Loyalty Cards: Loyalty card systems are a proven way to ensure repeat customers with minimal cost and effort. The idea is to keep returning until they score a free drink or meal. At that point, they fell in love with the place!

Holiday, busy season and seasonal promotions: Make the most of predictable seasonal variations! For example, extended holiday happy hours, Halloween-themed drinks, Holiday menus, Thanksgiving and Christmas special offers, and more.

Kids Eat Free: This can be offered at certain times of the day or on certain days of the week to attract parents who want to go out for family meals. It won't break the bank apart from local competition. The numbers during quiet periods are similar.

6. Point of Sale Software

There is a wide selection of POS software systems designed to make it as easy as possible to track each sale and monitor inventory and cash flow. Take accountability, track sales of specific menu items, spot trends, and gain insight into your business decisions. Using iPads means you're one step towards getting rid of paper. Not only is this excellent news for the environment, but you'll save money in the long run, be much more efficient, and reduce the impact of human error. Above all, the system must be reliable and easy to use. It contains all the necessary functions. Train all recruits to use the complex software. You don't want to spend hours trying to figure it out.

Below are a few examples of what you can expect from your POS software.

- Simple tools, drag and drop
- Easily customize and categorize menu items
- Allow customers to set up cards and split bills
- Record who is responsible for each transaction
- Track sales and inventory in real-time with email alerts when products are low
- View sales and inventory reports using dashboards
- Includes email marketing software
- Connect to other apps you use for accounting
- Specially tailored for restaurants and bars
- Convenient, intuitive, and easy to learn
- Staff can use iPads to take orders and send orders directly to the kitchen for faster service.
- Set automatic prompts to remind your employees of further options, special offers, or upsells
- Customer display allows customers to check and confirm orders, minimizing errors
- Quickly review reports at any time, even if you are offline
- You can have reached to real-time analytics from any device, even when you are away from the restaurant

Some POS systems offer free or affordable essential software and add the latest tracking and reporting tools available for a monthly fee. And various companies thinking about what your business needs.



7. Common Mistakes to avoid

Below is a quick checklist of common pitfalls in bars and restaurants and how to avoid them.

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- ⊗ **Health Law Violations** - Fully understand state and local regulations regarding food handling and preparation and develop a plan to keep your restaurant clean and compliant. Communicate this plan to all staff and ensure everyone understands the correct procedures for staff hygiene, handling, storage, and food preparation.
- ⊗ **Too many menu options:** Offer choices without overloading customers and stick to what you do best.
- ⊗ **Menu photos:** Even dishes that look good on a plate often don't look as good on a photo. Don't do it!
- ⊗ **Outdated Menu** - Keep your menu exciting and fresh, and ensure the printed menu reflects what you are currently serving.

Inactive Social Media Accounts - Keep your accounts lively so customers can interact with you and feel like they belong in your restaurant or bar. Parking is designated to meet average day needs.



- ⊗ **Inappropriate lighting:** Think about whether you want a lively, vibrant atmosphere or a quiet, intimate atmosphere, and make sure your lighting imitates that.
- ⊗ **Lack of a consistent theme:** Your theme and branding should be reflected in your marketing materials, menu design, food and beverage offerings, interior décor, and the atmosphere you create.



8. Funding information

Lastly, your restaurant or bar business may need some working capital in its early stages and when it's trying to become a thriving business. What type of funding did you get?

Small business loans

- **Working capital loans:** Gives you room to grow your revenue stream while maintaining your existing operations, such as marketing campaigns, expanding locations, or adding inventory.
- **Equipment Loans:** Purchase the equipment you need for your business, such as kitchen appliances, bar equipment, and iPads.

Merchant cash advance Merchant cash

Advance payments are made daily as a percentage of credit card sales. The advantage of this is that payments are more affordable and manageable than traditional loans. Merchant Cash Advances can be used for:

- Inventory
- Equipment
- Marketing
- Short-term capital requirements

In the event of unforeseen circumstances or a period of restricted income, it is important to have quick access to funds. A business line of credit authorizes a large amount of capital for use when you need it but pays a commission only on the funds you withdraw.



Consult a financial company

There are many things to consider when choosing the right financing solution for your business, and the variety of payment terms and options can be overwhelming. That's why seeking advice and support is essential before financing your business. At Employer Capital, we specialize in supporting small businesses with business solutions. Every business is different, so take your time. We take the time to understand your job and specific business needs to provide solutions tailored to your business. Above are just a few of the working capital services best suited for your business; get in touch with us to discuss your options in more detail and find out what we can do to boost your business. Can do.

For more information, call us now at 000-000-000 or visit our website.

