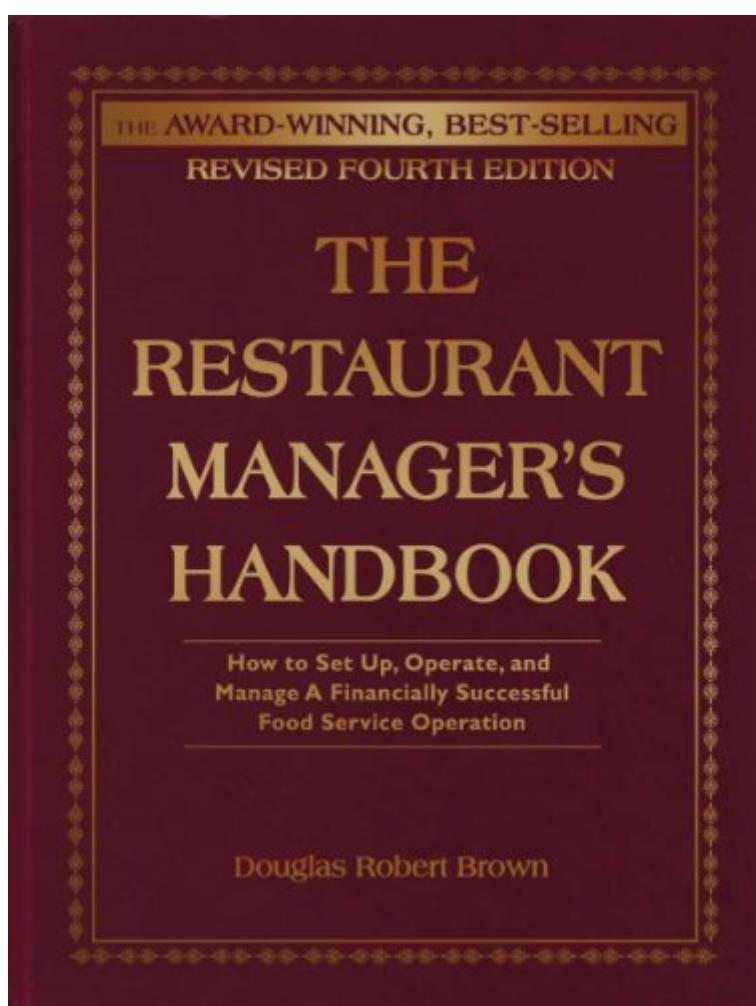


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The Restaurant Manager's Handbook: How To Set Up, Operate, And Manage A Financially Successful Food Service Operation 4th Edition



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

After reading nearly all of this book I can tell you that this text is in fact helpful, however its the information quality that worries me. The 1000+ pages in this book provide the reader with a great breath of info, but with that said the depth of that information is about as deep as a shower. It has vision but lacks insight; has quantity but the discussion lacks quality. While the book covers every relevant topic regarding restaurants, it fails to offer any insight into how a restauranteur thought process actually goes and lacks the critical thinking I was hoping for. In the end it is basically a

series of lists. It can be summed up as a series of things a restauranteur can do for his business... with no thought really given as to whether or not a restauranteur should do them. Also this textbook is more boring than most you've probably read as it lacks: Q & A, relevant stories or examples, graphical data, and other common textbook features that make reading more interesting. This post is not meant to come across as negative because this book is overall very helpful. However you should know before you purchase this book that: much of the information is obvious and common sensical, Atlantic-pub treats this book as an infomercial for a myriad of products it sells, it also tries to sell other company's products on page after page, and finally if you incorporated every one of the million suggestions in this book I suspect you'd end up either broke and or just plain annoyed with all the unnecessary additions to your business. Summary: Helpful in that it covers all the topics that you need to know, but frustrating in that 90% of the time it is overly simplistic. Pros include: Quantity of topics covered, helpful forms, and case studies. Cons include: uninsightful, tons of advertisements, and more dry than any textbook I've read.

This comprehensive and massive 600 page new book will show you step-by-step how to set up, operate, and manage a financially successful foodservice operation. The author has left no stone unturned in explaining the risky business of running a restaurant. Operators in the non-commercial segment as well as caterers, and really anyone in the food service industry will find this book very useful. The books nineteen 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 common mistakes that can doom a start-up. The new companion CD rom contains all the forms demonstrated in the book for easy use in a PDF format. There are literally hundreds of innovative ways demonstrated to streamline your restaurant business. Learn new ways to make the kitchen, bars, dining room, and front office run smoother and increase performance. Shut down waste, reduce costs, and increase profits.

This book has everything that you might possibly need whether you plan on opening a restaurant or already have one. If you are new to the business then it might just be your bible for a long while. If you already are in it, then the info is good, although some of it is a bit simplistic. Overall it will help guide you and it will not lead you astray.

The title may be a bit of an understatement - The Restaurant Manager's Handbook goes well beyond the basics of restaurant management, ultimately encompassing the entire scope of owning

and running a full-service restaurant. In an industry where, as this book points out, a large percentage of ventures fail, a comprehensive resource like this can prove an invaluable tool for restaurant owners and managers, one that you'll return to again and again. The Restaurant Manager's Handbook runs a full 1,057 pages, making it a reference tome that covers all the bases - from "pre-owing" business planning and research to active operation and management practices . The guide offers hard-line business advice, but presents it in a way that's easy to read and eminently accessible to the novice restaurateur . Never written a business plan? It's in there. Don't know the first thing about effective public relations? It's in there. Need the lowdown on menu planning? Yep, that's in there too. Linen service. Music licensing. Kitchen layout. Food preparation safety. Employee relations. Planning to open a bar, not a restaurant? Don't let the title fool you - it's covered. The guide also includes numerous valuable resources - from reproducible forms (for everything from food facility compliance checklists to acquisition and inventory to cook's lists, and more) to detailed lists of suppliers for everything from flatware to point of sale systems. And if you still need a little encouragement, check out the case studies of successful restaurant ventures with practical advice from those who've been there . . .

I purchased this handbook as I figured it could show me more tips about being a better manager. This handbook is so full of information I had never thought of. It helps you looks at all the different aspects of a restaurant. It goes over the basics of buying or leasing a restaurant, creating a succesful business plan, effective layout and remodeling, profitable menu planning, dissusses wine and food selections.I was so surprised so see to what degree this book covered. I learned more from little items which checklists included to where it would be hard for anyone not to be a better owner of a restaurant, let alone know how each employee should be acting, and what jobs they need to do. Cleaning schedules ... yes, I was overwhelmed by this book and all the references it provides if you need further assistance. I use the CD and book so often ... and HIGHLY recommend it to anyone with a business, or starting one.

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