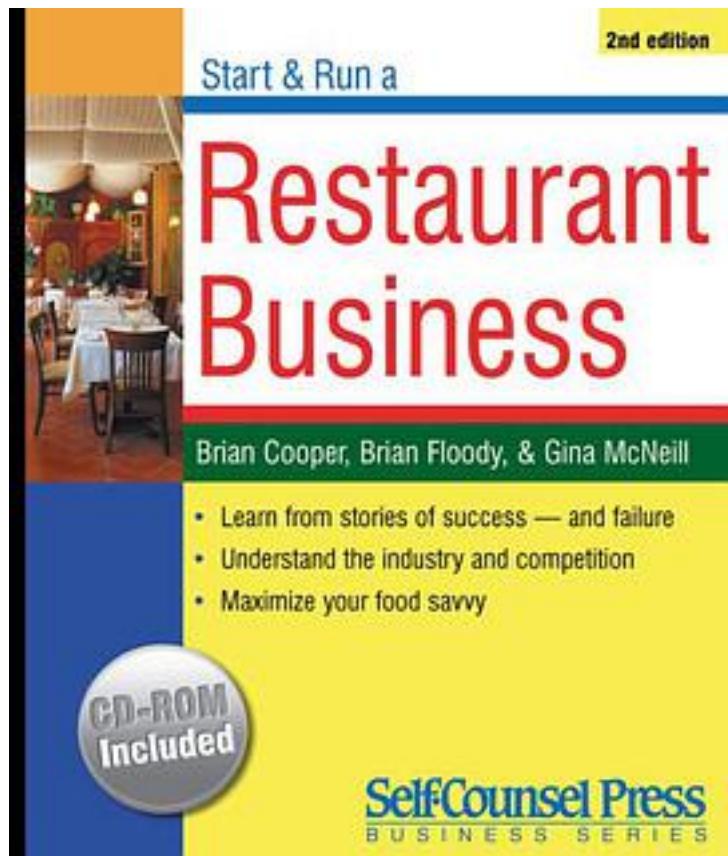


Start and Run a Restaurant Business



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Every year hundreds of thousands of restaurants open with great expectations, and every year almost as many close down. The successful restaurateur is a combination of entrepreneur, entertainer, and magician. Start & Run a Restaurant Business is a practical guide in "how to" and "how not to" proceed in this volatile business, covering the following topics: Formulating a business plan. Budgeting and financing. Choosing

a location. Designing a menu. Hiring and managing. Creating atmosphere through decor. Attracting customersThe CD-ROM contains marketing worksheets, forms and checklists to help the budding restaurateur get started on their successful new business. Forms are included in MS Word and PDF formats for use on any Windows based PC.

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