

# Planning for a Better 2023

## How to Turn Goals into Reality!



**Welcome!**  
Today's event will be starting shortly.

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# Your Hosts



Chris Tripoli



Joe Erickson



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# Webinar Format



- Interactive format
- Access to participant comments & questions
- This webinar is being recorded
- Links to resources will be included on the recorded webinar page



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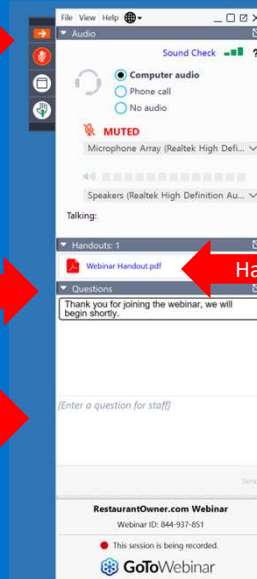
# Questions & Comments

Show/Hide Control Panel

Questions Tab

Type your Questions / Comments

Handouts



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## Getting Started

- Form your team of planners (management & key staff)
- Engage them regularly, review key operating issues (the 3 P's)
  - People
  - Product
  - Procedures
- Determine short term objectives to be accomplished



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## People Related Items

- Is additional staff needed?
  - Operations
  - Expansion
- Are updates to manuals and policies required?
  - Selection
  - Onboarding
  - Training
- Do we need to review?
  - Evaluations
  - Compensation



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# Product Related Items

- Menu review
  - Existing menu items
  - Seasonal menu offerings
- Menu changes
  - Updated costs
  - Pricing structure
  - Layout/design
- Purveyor review
  - Pricing
  - Supply chain/product availability



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# Procedure Related Items

- Use of technology to increase efficiency
- Marketing and promotion planning
- Equipment/facility improvements

PROMOTION		TASK LIST		ASSIGNED	TO	DUE DATE	
<b>JANUARY</b> (New Year's Day, Football, France, Epiphany)							
Name	Item	Year	Day	Month	Day	Year	
Description	Cost	Subject	Assigned	To	Due Date	Year	
NEWSPAPER AD	\$ 100	Newspaper ad		Sarah	15-Dec	2023	<input type="checkbox"/>
ADVERTISING	\$ 100	Radio spots and ad		Sarah	15-Dec	2023	<input type="checkbox"/>
POSTERS	\$ 100	POS guest check reminder (programming)		John	22-Dec	2023	<input type="checkbox"/>
STAFF	\$ 100	Staff information flyer		Sarah	15-Dec	2023	<input type="checkbox"/>
EMAIL	\$ 100	Email notification to guest database		John	15-Dec	2023	<input type="checkbox"/>
TOTAL	\$ 200						
<b>FEBRUARY</b> (Ground Hog Day, Valentine's Day, Super Bowl, President's Day, Leap Year)							
Name	Item	Year	Day	Month	Day	Year	
Description	Cost	Subject	Assigned	To	Due Date	Year	
NEWSPAPER AD	\$ 100	Print ad for Valentine's Day		John	15-Dec	2023	<input type="checkbox"/>
ADVERTISING	\$ 100	Hand address and staff envelopes		Sarah	15-Dec	2023	<input type="checkbox"/>
POSTERS	\$ 100	Deliver letters to post office		John	20-Dec	2023	<input type="checkbox"/>
TOTAL	\$ 200						
<b>MARCH</b>							
Name	Item	Year	Day	Month	Day	Year	
Description	Cost	Subject	Assigned	To	Due Date	Year	
TOTAL	\$ 0						
<b>APRIL</b>							
Name	Item	Year	Day	Month	Day	Year	
Description	Cost	Subject	Assigned	To	Due Date	Year	
TOTAL	\$ 0						
<b>MAY</b>							
Name	Item	Year	Day	Month	Day	Year	
Description	Cost	Subject	Assigned	To	Due Date	Year	
TOTAL	\$ 0						
<b>JUNE</b>							
Name	Item	Year	Day	Month	Day	Year	
Description	Cost	Subject	Assigned	To	Due Date	Year	
TOTAL	\$ 0						
<b>JULY</b>							
Name	Item	Year	Day	Month	Day	Year	
Description	Cost	Subject	Assigned	To	Due Date	Year	
TOTAL	\$ 0						
<b>AUGUST</b>							
Name	Item	Year	Day	Month	Day	Year	
Description	Cost	Subject	Assigned	To	Due Date	Year	
TOTAL	\$ 0						
<b>SEPTEMBER</b>							
Name	Item	Year	Day	Month	Day	Year	
Description	Cost	Subject	Assigned	To	Due Date	Year	
TOTAL	\$ 0						
<b>OCTOBER</b>							
Name	Item	Year	Day	Month	Day	Year	
Description	Cost	Subject	Assigned	To	Due Date	Year	
TOTAL	\$ 0						
<b>NOVEMBER</b>							
Name	Item	Year	Day	Month	Day	Year	
Description	Cost	Subject	Assigned	To	Due Date	Year	
TOTAL	\$ 0						
<b>DECEMBER</b>							
Name	Item	Year	Day	Month	Day	Year	
Description	Cost	Subject	Assigned	To	Due Date	Year	
TOTAL	\$ 0						



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# Draft the Calendar

- Start and completion dates
- Insert actions required and responsible party



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# Create the Annual Budget

Blue Fish Grill		01/01/22		12/31/22		Rj Restaurant Owner.com	
OPERATING BUDGET - 2022		Year Starting Ending Dates					
SALES		JAN	FEB	MAR			
Food - Dine In		\$ 85,000	62.9%	\$ 80,000	59.7%	\$ 84,000	69.9%
Food - Carry Out & Delivery		15,000	11.1%	15,000	11.9%	17,000	12.1%
Food - Catering		10,000	7.4%	12,000	8.9%	13,000	9.3%
<b>Total Food Sales</b>		<b>110,000</b>	<b>81.4%</b>	<b>107,000</b>	<b>80.5%</b>	<b>114,000</b>	<b>81.2%</b>
Merchandise - Other		1,100	.8%	1,100	.8%	1,200	.9%
Beverage - Liquor		3,000	2.7%	10,000	7.9%	10,000	7.1%
Beverage - Bottled Beer		6,000	4.4%	5,000	4.9%	5,000	4.2%
Beverage - Draft Beer		4,000	3.0%	4,000	3.0%	4,000	2.9%
Beverage - Wine		5,000	3.7%	5,000	3.7%	6,000	3.6%
<b>Total Beverage Sales</b>		<b>24,000</b>	<b>17.8%</b>	<b>25,000</b>	<b>18.0%</b>	<b>25,000</b>	<b>17.8%</b>
<b>TOTAL SALES</b>		<b>135,100</b>	<b>100.0%</b>	<b>134,100</b>	<b>100.0%</b>	<b>140,200</b>	<b>100.0%</b>
<b>COST OF SALES</b>							
Food - Total Food Cost		31,350	23.2%	31,320	23.0%	33,060	23.6%
Merchandise - Total Merchandise Cost		500	0.4%	500	0.4%	600	0.4%
Beverage - Liquor		2,250	1.6%	2,500	1.9%	2,800	2.0%
Bottled Beer		1,080	0.8%	1,080	0.8%	1,080	0.8%
Draft Beer		500	0.4%	500	0.4%	500	0.4%
Wine		2,000	1.5%	2,000	1.5%	2,000	1.4%
<b>Total Beverage Cost</b>		<b>6,830</b>	<b>5.0%</b>	<b>6,100</b>	<b>4.5%</b>	<b>6,100</b>	<b>4.4%</b>
<b>TOTAL COST OF SALES</b>		<b>37,750</b>	<b>27.9%</b>	<b>37,970</b>	<b>28.3%</b>	<b>39,760</b>	<b>28.4%</b>
<b>PAYROLL</b>							
Management		10,000	7.4%	10,000	7.4%	10,000	7.1%
Hourly Personnel		27,000	20.0%	26,100	19.5%	27,300	19.5%
<b>Total Salaries &amp; Wages</b>		<b>37,000</b>	<b>27.4%</b>	<b>36,100</b>	<b>26.9%</b>	<b>37,300</b>	<b>27.0%</b>
Payroll Taxes & Benefits	8.0%	3,000	2.2%	2,950	2.2%	3,027	2.2%
Workers Comp Insurance	4.7%	1,700	1.3%	1,720	1.3%	1,778	1.3%
Group Insurance		1,400	1.0%	1,400	1.0%	1,400	1.0%
Management Meals		200	0.1%	200	0.1%	200	0.1%
Employee Meals		200	0.1%	200	0.1%	200	0.1%
Awards & Prizes		150	0.1%	150	0.1%	150	0.1%
Employee Parties & Activities		200	0.1%	200	0.1%	200	0.1%
Medical Expenses		600	0.4%	500	0.4%	500	0.4%
<b>Total Employee Benefits</b>		<b>7,650</b>	<b>5.6%</b>	<b>7,450</b>	<b>5.5%</b>	<b>7,605</b>	<b>5.4%</b>
<b>TOTAL PAYROLL COST</b>		<b>45,050</b>	<b>33.4%</b>	<b>44,104</b>	<b>32.9%</b>	<b>45,445</b>	<b>32.4%</b>
<b>PRIME COST</b>		<b>82,800</b>	<b>61.3%</b>	<b>82,074</b>	<b>61.2%</b>	<b>85,205</b>	<b>60.8%</b>
<b>GROSS MARGIN</b>		<b>52,265</b>	<b>38.7%</b>	<b>52,026</b>	<b>38.8%</b>	<b>54,995</b>	<b>39.2%</b>


- Estimate your revenue and expense expectations
- Overlay onto the annual calendar
- Make adjustments as required

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# Managing the Annual Plan

- List by the month
- Manage by the week
- Review and adjust quarterly

**Download the Weekly Prime Cost Worksheet vs. Budget Template** Preview



This form is available in the following formats. You must have a compatible program installed on your computer to use them.

 [Click to Download Microsoft Excel format](#)

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# Restaurant Business Review

Question 1 of 5

**Financial Management**

Everything you do to measure your results Check each of the following statements that are mostly true for your restaurant

- We have budgets and we track sales, guest counts and labor cost daily.
- We calculate prime cost weekly, investigate variances and make corrections.
- We conduct a physical inventory and examine inventory cost is calculated.
- Our financial statement format is based on the Uniform Restaurants.
- Our monthly (or 4 week) financials are completed no m end of the period.
- Through our POS, we hold managers accountable for vo discounts and we have clearly defined cash handling an
- Our weekly labor schedules are based on anticipated sa labor is compared to budgeted labor daily.
- We share our P&L (up to at least Controllable Income) with our managers so they can see the financial results of their activities and can better help us manage our profitability.
- We have up to date menu costs for all food and beverage items and maintain a profitable pricing strategy.
- We use our POS sales mix report to complete a menu engineering analysis at least twice a year.



## Professional Operations Coaching

Looking for ways to make improvements but don't have the time to create a plan? Let our professional operations advisors review your restaurant's assessment and make recommendations....Learn more>>>


Management

[www.restaurantowner.com/assessment](http://www.restaurantowner.com/assessment)

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# Q&A

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## Questions

Additional questions to  
[info@restaurantowner.com](mailto:info@restaurantowner.com)

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# Not a Member Yet?

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It's never been more convenient and affordable to build the confidence and skills of your entire team.

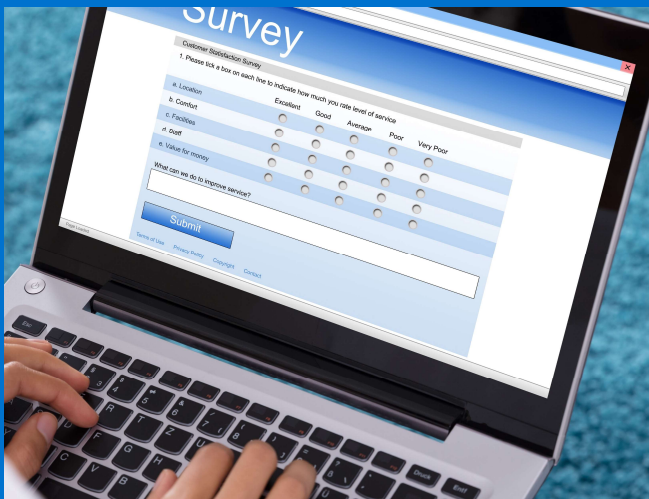
Your guests will be the first to notice.

\$29 /month STANDARD PLAN	Most Popular \$49 /month PRO PLAN	\$79 /month PREMIUM PLAN
<p><b>Single-Unit</b> or save 15% and pay \$299 for a one year subscription</p> <p>Includes access for: 3 Managers 30 staff</p> <p style="text-align: center;"><a href="#" style="background-color: #003366; color: white; padding: 5px 10px; text-decoration: none;">Sign Up Now</a></p>	<p><b>Multi-Unit</b> or save 15% and pay \$499 for a one year subscription</p> <p>Includes access for: 10 Managers 100 staff</p> <p style="font-size: small;">Options available for larger staffs</p> <p style="text-align: center;"><a href="#" style="background-color: #003366; color: white; padding: 5px 10px; text-decoration: none;">Sign Up Now</a></p>	<p><b>Custom Training System</b> or save 15% and pay \$799 for a one year subscription</p> <p>Includes access for: 10 Managers 100 staff</p> <p style="font-size: small;">Create custom training programs using a blend of your own content and ours. Options available for larger staffs</p> <p style="text-align: center;"><a href="#" style="background-color: #003366; color: white; padding: 5px 10px; text-decoration: none;">Sign Up Now</a></p>

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## Please Give Us Your Feedback



Just 4 very short questions!

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## Planning for a Better 2023

Now Go Turn Your Goals into Reality!



Thank you for attending!

[info@RestaurantOwner.com](mailto:info@RestaurantOwner.com)

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