Restaurant Business Assessment

☆ **Financial Management (Everything you do to control and measure your results)**

- We have budgets and we track sales, guest counts and labor cost daily.
- We calculate prime cost weekly, investigate variances and if necessary, promptly make corrections.
- We conduct a physical inventory and examine inventory turnover whenever food cost is calculated.
- Our financial statement format is based on the Uniform System of Accounts for Restaurants.
- Our monthly (or 4 week) financials are completed no more than 7 days after the end of the period.
- Through our POS, we hold managers accountable for voids, comps and discounts and we have clearly defined cash handling and audit procedures.
- Our weekly labor schedules are based on anticipated sales volume and actual 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.

Notes:

Restaurant Business Assessment

☆ **Food and Beverage (Everything you do to create consistent food and beverages)**

- Our staff is held accountable to a photo-based menu and recipe manual.
- Our equipment and systems are clean, current, and well maintained.
- We have effective quality control systems in place focused on the highest level of guest satisfaction.
- Staff is held accountable to our purchasing and receiving policies and procedures.
- Our storerooms, walk-ins and shelves are clean, orderly, and labeled, products are date labeled and rotated.
- We use a standard prep and build-to list, which is reviewed and adjusted based on POS sales mix reports.
- We use strict portion control methods for all food and beverage items.
- We use opening, shift change and closing checklists for each position including all products.
- We have established ticket time benchmarks for every food and beverage item.
- No food or beverage item can be prepared without a POS generated order ticket, we have systems for tracking waste, mistakes, and spills.

Notes:

Restaurant Business Assessment

☆ **Service & Hospitality (Everything you do to serve and take care of your guests)**

- Throughout each day our staff follows detailed checklists to ensure our restaurant, inside and out is clean, orderly and in good repair.
- Our dress and appearance policy ensures our staff is uniform and clean.
- Our menu, ordering process, seating, reservations and wait list are clearly understood by all our staff.
- Our service steps and timing for each phase of the guest experience are clearly defined.
- Our trained staff recognizes and responds appropriately and timely to guest needs.
- We have an effective hospitality and customer service program.
- We know mistakes happen, so we have systems to respond immediately, resolve the problem in favor of the guests and we have clearly defined comp/discount/refund policies.
- We have a system to solicit, receive and use guest feedback daily.
- Our service systems are designed to exceed guest expectations.
- We know all the touchpoints of the guest journey and have developed our unique guest experience.

Notes:

Restaurant Business Assessment

☆ **Leadership (Everything you do to guide your team)**

- We have a one sentence mission or vision statement that everyone knows and understands.
- We have created a high-performance culture marked by mutual trust and respect, personal accountability, and a standard of excellence.
- We have weekly manager meetings.
- We communicate to our staff regularly about what's going on in the restaurant.
- We have an organizational chart and written job descriptions for every position.
- We have and use effective employee recruiting and selection systems.
- We have up to date, documented policies and procedures and an employee handbook.
- We have a formal orientation program, written training manuals and training programs for all positions.
- We have an effective compensation and incentive plan that rewards performance and results.
- We take time regularly to plan and think strategically about how we are doing and what we need to change to do better.

Notes:

Restaurant Business Assessment

☆ **Marketing (Everything you do to attract new and returning guests)**

- We adamantly strive to deliver what our customers want, not what we want to serve.
- We have a clearly defined target market and a specific position in the marketplace.
- We have intimate knowledge of our competitive advantage and clearly communicate this in our marketing.
- We focus on delivering high perceived value not the lowest prices.
- We have a system to identify first time guests and convert them into loyal, returning guests.
- We collect guest contact information and consistently market to them.
- We have an effective guest loyalty and referral program.
- We have an effective presence on social media.
- Our Internet marketing system includes a website that clearly communicates our uniqueness and brand.
- Our menu strategically highlights highly profitable, high quality menu items in a format that can be easily and affordably updated.

Notes: