



The Restaurant Manager's Handbook: How to Set Up, Operate, and Manage a Financially Successful Food Service Operation

Douglas Robert Brown

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The multiple award-winning Restaurant Manager's Handbook is the best-selling book on running a successful food service operation. The fifth completely revised edition of this book includes cutting-edge material that you need to run your restaurant in the modern age. This new edition includes case studies from professionals that cover topics such as restaurant branding, franchising, effective layout and remodeling, cost-effective menu planning, food sourcing options, food safety and IoT technology, smart phone apps to ease scheduling and communication hassles, digital marketing, recent trends in the restaurant business, managing online feedback, and innovative ways to promote your restaurant on the web. Hundreds of fun facts are sprinkled throughout this book to ensure that even the most mundane of topics will interest and engage every reader.

The fifth 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 focusing on the progress and implementation of technology. 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 even local, organic menu items for profit.

This new edition includes updated photos and information from leading food service manufacturers. Anyone in the food service industry will rely on this book for their everyday operations. Dozens of 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.

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 you will finally learn how to master the use of social media to increase your outreach and sales. This all-inclusive handbook will give you everything you need to learn how to set up, operate, and manage a financially successful food service operation in the modern world.

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