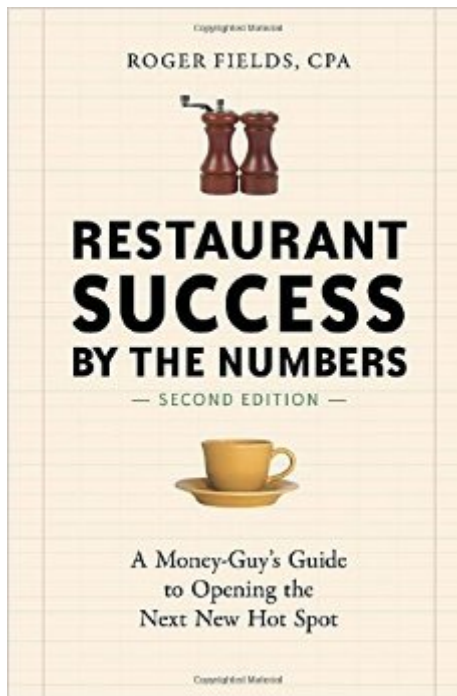


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# Restaurant Success By The Numbers, Second Edition: A Money-Guy's Guide To Opening The Next New Hot Spot



## Synopsis

This one-stop guide to opening a restaurant from an accountant-turned-restaurateur shows aspiring proprietors how to succeed in the crucial first year and beyond. Ninety percent of all restaurants fail, and those that succeed happened upon that mysterious X factor, right? Wrong! A man of many hats—money-guy, restaurant owner, and restaurant consultant—Roger Fields shows how a restaurant can survive its first year and keep diners coming back for years. Featuring real-life start-up stories (including many of the author's own), this comprehensive how-to walks readers through the logistics of opening a restaurant: concept, location, menu, ambiance, staff, and, most important, profit. Updated to address current trends such as food trucks and to tackle online opportunities (and pitfalls!) including Groupon, Yelp, and Twitter, *Restaurant Success* by the Numbers remains a critical resource for navigating the food industry. Opening a restaurant isn't easy, but this realistic dreamer's guide helps set the table for lasting success.

## Book Information

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## Customer Reviews

Pretty basic info. for someone who has been in the industry, but really good for someone who doesn't know the in's and out's of running a restaurant. Many just think it's all fun. But it is a science to running a successful restaurant. It has a lot of information that can be good reminders, or refreshers to someone who has been in the business.

If you are contemplating opening your own restaurant or you would just like to be better and more

knowledgeable at one where you are employed I highly recommend this book. It isn't stuffy it is very easy to read (I read the whole book in an afternoon) and it's a world of easy to process knowledge that breaks down every single aspect of running a successful restaurant. I feel like after reading this book I am better at my job because I have been given the tools to successfully process the daunting financial aspects of restaurant ownership. I think everyone who has a manager or owner position in a food establishment should read this book.

I bought this book a few years ago while at culinary school. Very simple concepts put in a simple way, lots of useful info. Years into the restaurant business and being General Manager of a group of 5 restaurants I still come back for reference. I'd say that "by the numbers" is a bit exaggerated, the financial info contemplated in the book is not that thorough, it is more an anecdotal take on the business.

A well-structured and comprehensive insight into running a restaurant. Enough detail for financial indicators to give you a good insight without being overwhelmingly about the numbers. Interwoven will experiences of his own as well as other restaurateurs. You may be overwhelmed by the amount of planning and work required - but forewarned is forearmed!

I am in the process of buying a restaurant. Looking for useful information on how to run one and make it profitable, I came upon this title. It is very, very good. It has a lot of facts and figures, and I love the fact that it has REFERENCES to several journals and trade publications so that you not only can supplement the information, but also verify it and validate it. Easy to read, it had just about everything I needed and some things I did not know I needed. Not a definitive book, you still have to look for more information, but a great place to start. Written in an easy language, it helps guide you through the how's and why's of the restaurant business. Not a chef book, a business book, it concentrates on giving you a starting point and good tips (no pun intended) on how to setup and run such diverse businesses as a fast food truck to a sit down luxury dining restaurant. Of course, it does so by going deep in the common areas and lightly on the specific and specialized in the particular areas. All in all a highly useful book. Highly recommended.

This book gives great insight into the world of restaurant accounting and finance. I consult for restaurants and give a copy to all of my clients. The money you spend on this book will be greatly multiplied by the money you make from it!

This book does an excellent job at covering the basics. It shows the reader what a P&L looks like and how to navigate basic numbers, but I wouldn't say it exactly shows an in depth analysis of numbers from real life examples like the book advertises. Nonetheless, a very good book for making individuals who haven't been exposed to the business before. It posed questions that I had never thought about it and it provided great references for what fiscal targets would be.

The book will introduce to you the restaurant business and to what you need to open a restaurant. It will open your eyes to some elements you never thought of if it is your first time. I recommend you read it and then spent quality time researching or reading books on each title to learn enough for a restaurant start up.

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