**Full-Service Restaurant Operational Blueprint**

**A. Core Concept & Market Positioning**

* **Restaurant Name:**
* **Concept & Cuisine:**
	+ *(e.g., Upscale Italian Trattoria, Modern American Grill, Authentic French Bistro)*
* **Mission Statement:**
	+ *(e.g., "To provide an unforgettable dining experience through locally-sourced, innovative cuisine and impeccable, warm service.")*
* **Target Audience:**
	+ \*(e.g., Professionals (25-55), Special Occasion Diners, High-Income Locals, Food Enthusiasts)\*
* **Price Point:**
	+ *(e.g., $$$ - Fine Dining, $$ - Casual Upscale)*
* **Unique Selling Proposition (USP):**
	+ *(What sets you apart? e.g., Wood-fired cooking, award-winning sommelier, historic building, exclusive chef's table.)*

**B. Staffing & Organizational Structure**

**1. Front-of-House (FOH) Staffing Model**

* **General Manager:** Oversees all operations, P&L, vendor relations, and staff management.
* **Assistant Manager / Maître d':** Manages reservations, floor operations, and guest relations during service.
* **Servers:** Provide table service, menu knowledge, and upsell.
	+ *Ratio: \_\_ Servers per \_\_ tables/guests.*
* **Server Assistants / Bussers:** Clear tables, refill water, support servers.
	+ *Ratio: 1 Busser per \_\_ servers or \_\_ tables.*
* **Hosts / Hostesses:** Greet guests, manage reservation book, manage waitlist, seat guests.
* **Bartenders:** Prepare cocktails, serve bar guests, manage bar inventory.
* **Barbacks:** Support bartenders with ice, glassware, and stock.
* **Sommelier / Wine Steward:** (If applicable) Manages wine program, provides pairing recommendations.
* **Food Runner / Expo:** Ensures food quality and accuracy, runs food from kitchen to table.

**2. Back-of-House (BOH) Staffing Model**

* **Executive Chef:** Develops menu, manages kitchen operations, controls food cost, and leads BOH team.
* **Sous Chef:** Second-in-command, runs the line in the Chef's absence.
* **Line Cooks:** Station-specific cooks (e.g., Sauté, Grill, Pantry, Fry).
	+ *Based on menu complexity and covers.*
* **Prep Cooks:** Prepare ingredients for service.
* **Pastry Chef:** (If applicable) Creates all desserts and pastries.
* **Dishwasher / Steward:** Maintains cleanliness and provides clean dishware/utensils.

**C. Operational & Financial Metrics**

**1. Table Turnover & Capacity Planning**

* **Total Dining Room Capacity:** [Number] seats
* **Number of Tables:** [Number]
* **Average Dining Duration:**
	+ Lunch: [e.g., 60] minutes
	+ Dinner: [e.g., 90-120] minutes
* **Table Turnover Rate Calculation:**
	+ Service Hours / Average Dining Duration = Turns per Table
	+ \*Example (Dinner): 4 hours / 1.5 hours = 2.67 turns per table.\*
* **Projected Covers per Service:**
	+ Total Seats x Turnover Rate = Projected Covers
	+ \*Example: 80 seats x 2.67 turns = ~213 covers per night.\*
* **Seat Utilization Goal:** Target [e.g., 75%] capacity utilization during peak hours.

**2. Key Performance Indicators (KPIs)**

* **Average Check per Person:** Total Sales / Total Covers
* **Cost of Goods Sold (COGS) Target:**
	+ Food: [e.g., 28-35%]
	+ Beverage: [e.g., 20-25%]
* **Labor Cost Target:** [e.g., 25-30%] of total sales.
* **Prime Cost (COGS + Labor):** Target < [e.g., 60%]
* **Revenue per Available Seat Hour (RevPASH):** Total Revenue / (Total Seats x Service Hours)

**D. Bar & Beverage Program Development**

**1. Beverage Menu Structure**

* **Signature Cocktails:** [e.g., 8-12] house-crafted drinks.
* **Classic Cocktails:** A curated list of well-executed classics.
* **Wine List:**
	+ By-the-Glass: [e.g., 8-12] options (House, Premium, Sparkling, Dessert).
	+ Bottle Selection: [e.g., 40-100] bottles, balanced Old World/New World.
* **Beer & Cider:** Draft [e.g., 6-8] taps, Bottled/Can [e.g., 10-15] selections.
* **Non-Alcoholic:** Craft sodas, house-made shrubs, premium zero-proof cocktails.

**2. Inventory & Cost Control**

* **Par Levels:** Establish minimum and maximum stock levels for all key items.
* **Portion Control:** Use jiggers for cocktails, standard wine pours (5oz/6oz).
* **Inventory Schedule:** Conduct full beverage inventory [e.g., Weekly/Bi-Weekly].

**E. Service Standards & Protocols**

**1. Service Cycle Documentation**

* **Greeting & Seating:** Hosts must greet guests within [e.g., 30] seconds. Warm, personalized welcome.
* **Initial Contact:** Server must approach table within [e.g., 1] minute of seating.
* **Order Taking:** Follows a specific sequence (drinks first, then food), uses suggestive selling.
* **Food Delivery:** All runners must confirm order with table before placing food. "Hot food hot, cold food cold."
* **Table Maintenance:** Bussers proactively clear empty plates and glassware. Water glasses kept full.
* **Payment & Farewell:** Offer dessert/after-dinner drinks. Process payment promptly. Thank guest by name if possible.

**2. Handling Specific Scenarios**

* **Reservation No-Shows:** Policy: [e.g., Credit card required for parties of 6+, $25 fee per person for no-shows].
* **Waitlist Management:** Provide accurate wait times. Offer to text when table is ready.
* **Complaints:** Empower managers to resolve issues immediately. "The guest is always right" in the moment.
* **Allergies:** Standardized procedure for communicating allergies to kitchen (e.g., special ticket, allergen alert).

**F. Reservation & Table Management System**

**1. System Selection & Integration**

* **Software Requirements:**
	+ Online booking via website and mobile app.
	+ Integrated floor plan management.
	+ Waitlist functionality.
	+ Customer database (track guest preferences, visit history).
	+ Integration with POS system.
	+ Pre-paid ticketing for special events.
* **Chosen Platform:** [e.g., OpenTable, Resy, Tock, SevenRooms]

**2. Reservation Strategy**

* **Table Allocation:**
	+ [e.g., 60%] of tables reservable in advance.
	+ [e.g., 40%] held for walk-ins and the waitlist.
* **Pacing:** Stagger reservations to avoid overloading the kitchen and FOH (e.g., 15-minute intervals).
* **Party Size Management:** Policy for large parties [e.g., Require prix fixe menu for 8+, auto-gratuity for 6+].
* **Communication:** Send automated confirmation and reminder SMS/emails 24 hours prior.

**G. Critical Path to Opening (Checklist)**

* **Phase 1: Concept & Business Plan** (Complete this template)
* **Phase 2: Legal & Financial**
	+ Business Entity Formation (LLC, Corp.)
	+ Secure Funding & Business Bank Account
	+ Obtain Federal EIN & State Tax ID
	+ Secure All Licenses & Permits (Health, Liquor, Business, Music)
* **Phase 3: Location & Build-Out**
	+ Secure Lease/Purchase Location
	+ Finalize Architectural & Design Plans
	+ Contractor Selection & Construction
	+ Install Kitchen Hood & Equipment
* **Phase 4: Operations Setup**
	+ Select & Install POS System
	+ Set up Reservation Platform
	+ Finalize Menu & Establish Vendor Relationships
	+ Hire & Train Management Team
	+ Hire & Train FOH/BOH Staff
	+ Conduct Soft Opening/Friends & Family Night
* **Phase 5: Grand Opening & Marketing**
	+ Execute Grand Opening Plan
	+ Launch PR & Marketing Campaign