

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.)*
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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:**
 - $\text{Service Hours} / \text{Average Dining Duration} = \text{Turns per Table}$
 - *Example (Dinner): 4 hours / 1.5 hours = 2.67 turns per table.*
- **Projected Covers per Service:**
 - $\text{Total Seats} \times \text{Turnover Rate} = \text{Projected Covers}$
 - *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)
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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].
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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.
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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