

New Restaurant Opening Guide Checklist

Business & Financial Planning		
Timeline	Step	Complete
120 days	Develop a business plan	
120 days	Develop a pro forma	
120 days	Prepare an opening budget	
120 days	Secure real estate and equipment	
120 days	Incorporate your business (corp, LLC, partnership, etc.)	
120 days	Create a standard credit request document for ease of setting up accounts	
120 days	Obtain federal tax number, employer and employee tax numbers	
120 days	Get all lines of business insurance in place (liability, worker's comp, dram shop, etc.)	
120 days	Set up a bookkeeping system	
120 days	Establish banking relationship - open bank accounts	
60 days	Get deposit stamp and pad, deposit bags, slips, highly secure safe, etc.	

Business & Financial Planning		
Timeline	Step	Complete
120 days	Determine equipment layout in all service stations	
120 days	Submit blueprints to State Health Department for review 30 days prior to start of construction	
90 days	Consider all phone line needs (business phone, fax, Internet access, credit card, burglar, fire, pay phone, etc.) and wireless communication services - order service well in advance of opening date	
60 days	Determine your hours of operation	
60 days	Purchase computers for your office	
60 days	Purchase office equipment and supplies: fax machine, printer, calculators, paper, file folders and cabinets, etc.	
60 days	Set up your security system	
60 days	Contact Resource Advantage at 1-866-724-3512 or use the Resource Advantage website to arrange service for:	
60 days	- Credit Card Processing	
60 days	- POS Systems, including tableside and online ordering, mobile management and more	
60 days	- Uniforms and Facility Services, including purchase or rental of floor mats/logo mats, bar towels, restroom supplies, aprons, etc.	
60 days	- Pest Control	
60 days	- Printing and Copying	
60 days	- Appliances and Electronics (TV's, video/audio equipment, tools, etc.)	
21 days	Set up inspections with State Health Department and Fire Department prior to opening	
14 days	Test all equipment prior to training	

Menu Development		
Timeline	Step	Complete
60 days	Finalize menu selections and develop recipes	
60 days	- Develop recipes	
60 days	- Determine menu item costs	
60 days	- Finalize items	
60 days	- Determine profitability pricing, wording and design	
30 days	Develop a beverage, liquor and wine list	
30 days	Set up a systematic food inventory management program	
30 days	Determine opening liquor/wine order and associated pricing - contact your US Foods representative for referrals	
30 days	Determine opening food/beverage order - contact your US Foods representative and visit usfoods.com	
30 days	Set par levels and inventory procedure	

Kitchen/Service Operations		
Timeline	Step	Complete
60 days	Finalize opening supply orders - contact your US Foods representative for US Foods Culinary Equipment and Supplies products	
60 days	Set par levels and inventory procedure	
60 days	Set up beverage system installation - contact your US Foods representative for information on Thirster and Rituals products	
30 days	Create master recipe book	
30 days	Organize a seating chart with table and number sections	

Maintenance & Engineering		
Timeline	Step	Complete
30 days	Develop a vendor phone list	
30 days	Order cleaning products - contact your US Foods representative for information on Clean Force products	
30 days	Create cleaning procedures, schedules and checklists for restaurant interior, exterior, equipment, etc.	
30 days	- Management Maintenance Chart	
30 days	- Cleaning the Front of the House	
30 days	- Cleaning the Back of the House	
30 days	- Cleaning the Restrooms	
30 days	Establish emergency shut-off/exit procedures	
30 days	Set up pre-open clean out of grease trap and schedule a 6-month follow-up program	
30 days	Set up a hood cleaning service	
30 days	Purchase fire extinguishers	
30 days	Work with local refrigeration maintenance company to set up a regular maintenance program for all types of refrigeration equipment (ice machines, HVAC equipment, etc.)	

Human Resources - Staffing		
Timeline	Step	Complete
60 days	Develop methods and sources for recruiting	
60 days	Review interview tips and techniques	
60 days	Develop projected list of employee needs for each area of operation	

60 days	Establish job descriptions and pay scales for all employee levels	
60 days	- Host/Hostess	
60 days	- Servers	
60 days	- Dishwashers/Bussers	
60 days	- Cooks	
60 days	- General Managers	
60 days	- Kitchen Managers	
60 days	Create personnel record keeping system	
60 days	- Employee Application	
60 days	- W-4	
60 days	- I-9 Forms	
60 days	- OSHA Regulations	
60 days	- Tip Reporting Regulations	
60 days	Develop human resources policies and procedures	
60 days	- Drug and Alcohol Policies	
60 days	- Requests for Time Off	
60 days	- Server Banking Policy	
60 days	- Cash Handling Policy	
60 days	Establish and implement timekeeping and labor cost management tools	
60 days	Set up payroll processing	
60 days	Set up employee benefits, including discounted health insurance and dental coverage	
30 days	Create an employee phone list	
30 days	Establish a chain of command	

Human Resources - Training		
Timeline	Step	Complete
30 days	Organize training and orientation materials	
30 days	Determine training dates and schedule, allowing for "dry run" and "soft opening" time - invite friends and relatives for a free meal while your staff practices!	
30 days	Complete point of sale system/cash register system training with staff	
30 days	Coordinate liquor training and seminars - contact local chief of police and request assistance with liquor service training	
30 days	Train appropriate staff on food, operations, cash control and customer service	
30 days	Develop an opening checklist for kitchen, bar, cash, etc.	
14 days	Complete safety and first aid training	
14 days	- General Business Quiz	
14 days	- Artificial Respiration and CPR Poster	
14 days	- First Aid for Burns	
14 days	- First Aid for Choking	
14 days	Train staff on safe food handling	
14 days	- Food Safety Program Charts	
14 days	- Sample Food Safety Program	
14 days	- Food Safety Quiz	
14 days	- Gluten-free education	
14 days	Request information on ServSafe(R) Food Safety Manager Training and Certification Program	
14 days	Review OSHA guidelines and standards, and purchase labor law posters and other compliance products	

Restaurant Branding

Timeline	Step	Complete
120 days	Create your restaurant "identity" - decide who you want to be and what will differentiate your restaurant	
60 days	Design a company logo - work with a designer or marketing company and be sure to secure the original art file as well as a jpg and eps format	
45 days	Make final uniform decisions - management, host/hostess, kitchen, wait staff, etc.	
45 days	Make final safety shoe decisions - management, host/hostess, kitchen, wait staff, etc.	
30 days	Establish printing and copying relationships	
30 days	- Black and white copies, business cards, banners ("Opening Soon", "Now Hiring", etc.), employee handbooks, letterhead, etc.	
30 days	- Design and print menus and tabletop promotional materials	
30 days	Purchase an "Open" sign (lighted)	

Advertising & Promotions

Timeline	Step	Complete
30 days	Create a plan for bringing people into your restaurant	
30 days	- Design and launch your website	
30 days	- Make sure your business is easy to find on the web	
30 days	- Set up online to-go ordering	
30 days	- Develop an email marketing plan	
30 days	- Develop a mobile marketing plan	
30 days	- Consider local TV advertising	
30 days	Organize a pre-grand opening press event - contact local and community newspapers and invite their food critic, possibly include local celebrities, professional and/or college sports figures, etc.	
30 days	Identify local charities to support	
30 days	Identify local sports teams for potential sponsorship opportunities - little league, city softball team, etc.	
30 days	Develop in-store marketing and promotions	
30 days	- 29 Ways to Boost your Sales	
30 days	- 20 Ways to Boost Take-Out Sales	
30 days	Use upselling games to motivate staff to sell more of high profit items	
30 days	- Upselling Perfect Guest Check	
30 days	- Upselling Bingo	
30 days	- Upselling Floating 10 Dollar Bill	
30 days	- Upselling Poker	
30 days	- Upselling Tic Tac Toe	
30 days	Purchase promotional items that contain your company logo - sell to customers and employees	

After Opening

Timeline	Step	Complete
NA	Develop an ongoing marketing plan	
NA	- 29 Ways to Boost your Sales	
NA	- 20 Ways to Boost Take-Out Sales	

NA	- Upselling Perfect Guest Check	
NA	- Upselling Bingo	
NA	- Upselling Floating 10 Dollar Bill	
NA	- Upselling Poker	
NA	- Upselling Tic Tac Toe	
	- Email Marketing	
NA	- Online To-Go Ordering	
NA	- Marketing ideas for your restaurant	
NA	Implement programs to strengthen employee loyalty and reduce turnover	
	- Discounts on Health Insurance and Benefits	
	- Discounts on Safety Shoes	
NA	Schedule routine staff meetings	
NA	Fine tune cost control systems	