



How to Start a Restaurant Checklist

1. **Conduct market research.**
 - a. Research and outline your concept.
 - b. Survey consumers.
 - c. Conduct industry research.
 - d. Study your competitors.
 - e. Get people to sample your food.
 - f. Develop a menu suited to your target market.

2. **Choose a name and trademark it.**
 - a. Get ideas from existing restaurants.
 - b. Name your business.
 - c. Check domain name availability.
 - d. Register your name.

3. **Write a business plan.**
 - a. Complete an overview of your business plan.
 - b. Create your business plan.

4. **Form your restaurant business.**
 - a. Create a legal entity.
 - b. Obtain an Employer Identification Number (EIN).
 - c. Open a business bank account.
 - d. Apply for licenses and permits.
 - e. Purchase insurance.

5. Decide on a location.

- a. Contact the National Restaurant Association.
- b. Apply for a loan.
- c. Obtain a business credit card.
- d. Get an SBA loan.
- e. Find investors.
- f. Try crowdfunding.
- g. Strike a deal with your landlord.
- h. Use your own money.

6. Secure and prepare your space.

- a. Make a list of everything you'll need and compare prices.
- b. Secure premises.
- c. Complete shopfitting.
- d. Purchase small appliances, utensils, and more.
- e. Purchase electronic equipment.
- f. Purchase office equipment and basic office furniture.
- g. Purchase uniforms.
- h. Purchase consumables.

7. Build your team.

- a. Write compelling job descriptions.
- b. Identify and interview the best candidates.
- c. Train your team.

- 8. **Market your restaurant.**
 - a. Create a website.
 - b. Set up social media accounts.
 - c. Create marketing campaigns.
 - d. Use local SEO.
 - e. Be a walking, talking billboard.

- 9. **Complete the final checks before your grand opening.**
 - a. Double-check your inventory.
 - b. Have a dress rehearsal.