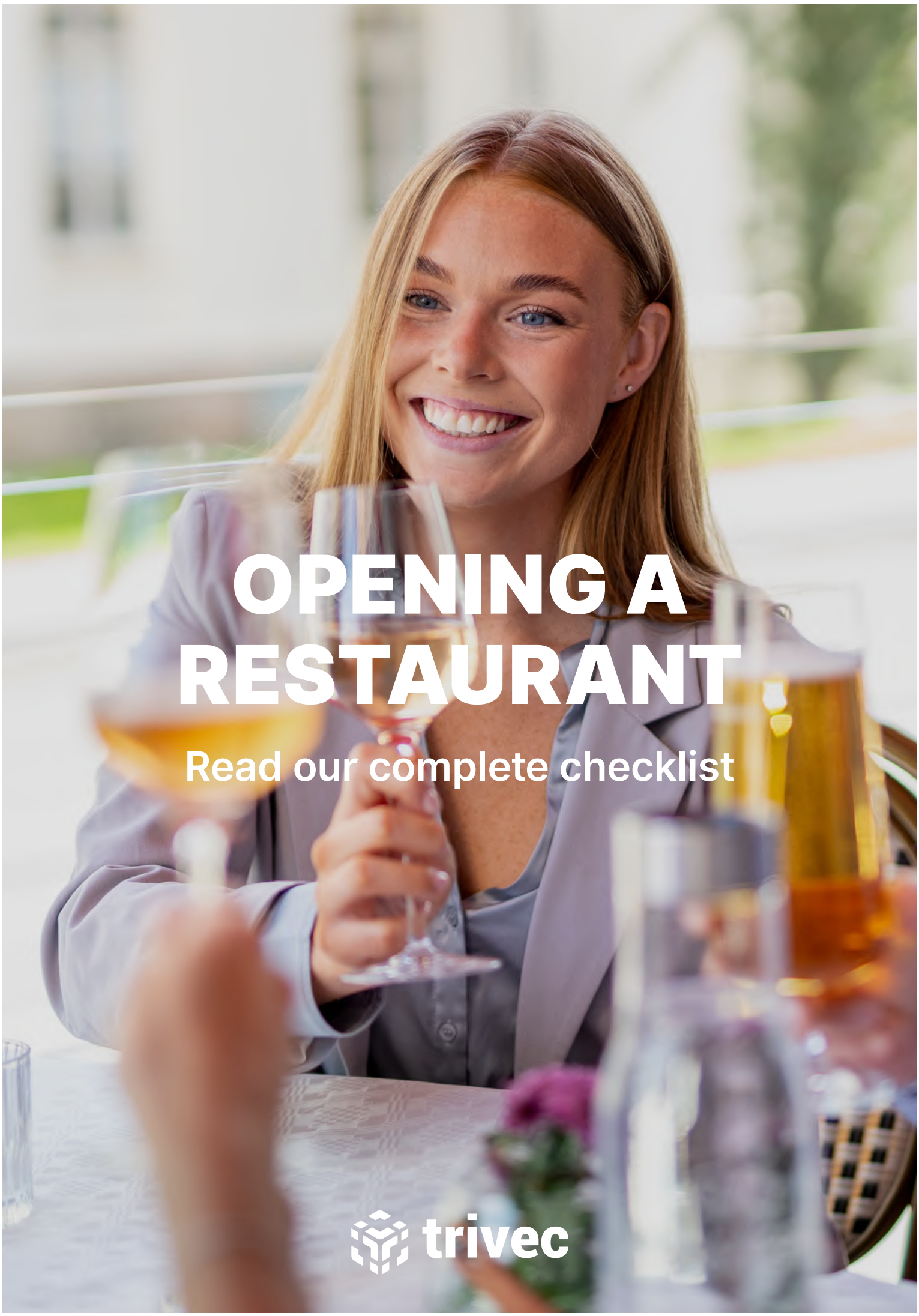
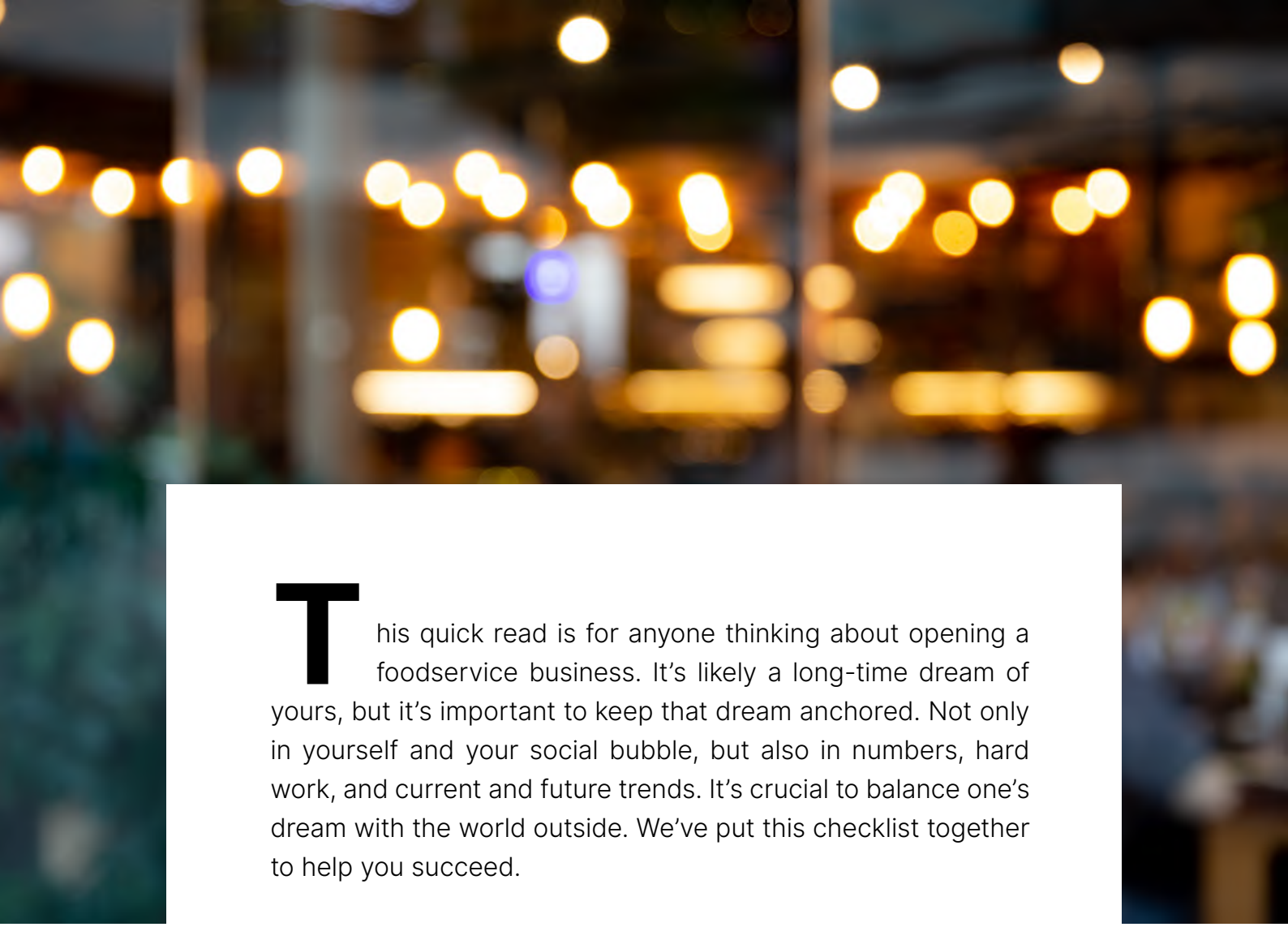


OPENING A RESTAURANT

Read our complete checklist

trivec



This quick read is for anyone thinking about opening a foodservice business. It's likely a long-time dream of yours, but it's important to keep that dream anchored. Not only in yourself and your social bubble, but also in numbers, hard work, and current and future trends. It's crucial to balance one's dream with the world outside. We've put this checklist together to help you succeed.

Fine dining establishments, fast casual, hotel and fast-food restaurants and self-service cafés all must confess to the harsh realities of meeting consumer demands. And food guests are fickle, more so than before the digital revolution that made us all connected, well-informed, and full of expectations.

Many restaurants fail early on, often due to a lack of planning, financial structure and a lack of interest in what their potential guests are saying. But that doesn't mean your restaurant has to be overly complex to prosper. In fact, the more streamlined you can make it, the better your chances.

Happy Reading

Your friends at Trivec



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2. The business side of things

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5. What we offer

1.
Planning your dream

1. Planning your dream

Build from a clear concept and brand identity

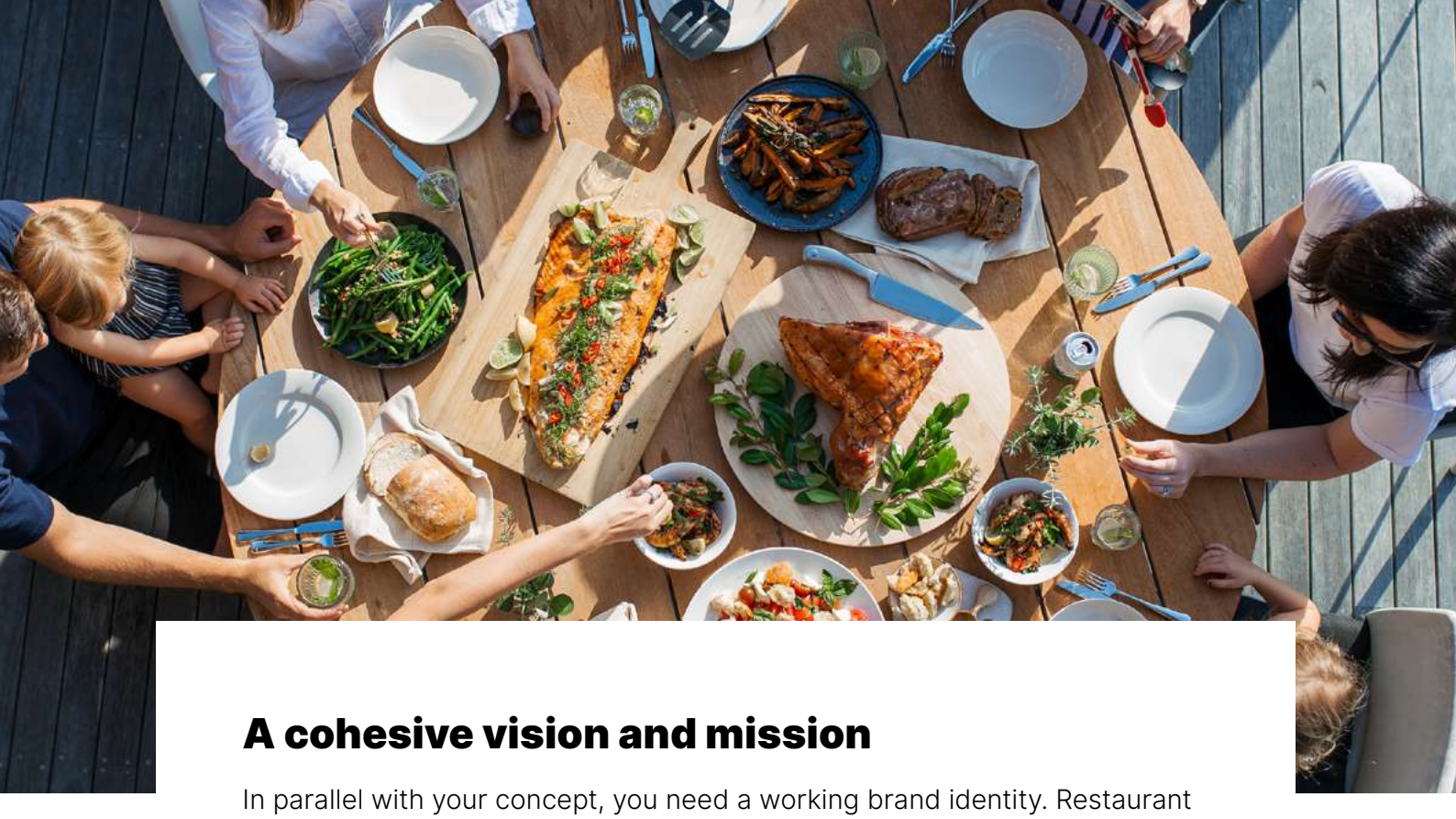
First off, you should clearly define your restaurant concept – such as the service style, price range, type of food and ambiance. Are you a high-end restaurant, casual service spot, or a fast food establishment? Will you offer take-away, delivery or in-home cooking? Even if you think you know what your concept is, put it down in writing with as much detail as possible. Creating a mood board or a basic collage might help you get started.

If your concept is a fast casual restaurantk that serves Mexican food, the details will set it apart from the competition. Perhaps you'll make it a fusion between local and Mexican food. You can also introduce online ordering and payments, self-service kiosks and the possibility to order and pay via QR-codes at the table, to minimize the queue during peak hours.

As you develop your concept, don't forget to check out the competition. **Do some research on what has already been tried and figure out which of these concepts work best, and why.** That way you will be able to build on something that customers like and are willing to pay for – and turn it into your own. Also look at what's available in your immediate geographical area and try to find a gap in the market. Perhaps you've seen something on your travels that isn't yet available at home.

Don't forget to check out the competition





A cohesive vision and mission

In parallel with your concept, you need a working brand identity. Restaurant branding communicates your restaurant's personality and identity and should include a mission statement that summarizes your goals and values. Branding increases loyalty while attracting new guests who are drawn to your brand through marketing.

Your brand should spring from your restaurant concept and permeate everything surrounding your eatery, from name, logo and marketing to atmosphere, music and food. If your concept is healthy and locally produced food, for example, you might want to avoid an overly cluttered restaurant interior and stick to simple imagery that conjures nature in your social media, on menus and in other marketing channels.

Branding increases loyalty

It's important that your brand and your concept are reflective of each other and remain cohesive. This connection should extend to your online presence. A fine dining restaurant shouldn't be cynical on social media, whereas an edgy fast casual restaurant might get away with, or even benefit from, a little more online attitude.

At the concept and branding stage you should also come up with the core food items on your menu. A sound advice is to intrigue customers with new takes on food they are comfortable eating. We will come back to the menu a little later in this text to discuss design and how you can make your menu work for you. But first, deciding what will be on your menu is important when figuring out the equipment you need, the staff you will hire, and how you will make the business successful. That's our next step.



Hospitality innovator matches up with Trivec

JO&JOE in southwest France has an innovative concept in hospitality, an open house that offers overnight stays, great food, events and seminars and targets everyone from families to surfers and artists. Designed by the Accor Group, this open and welcoming concept can be seen through the beautiful garden, the large terrace, climbing wall, ping-pong tables, slacklines, and so on.

For guests to feel welcome, the service must be stellar. During events such as the world surfing competition Quiksilver Pro, visited by thousands, it's important for the staff to be well organized, and to work with the right tools.

JO&JOE decided on Trivec's POS solutions and pager system to speed up service. Each customer receives a pager after ordering and sits down at a table. When the order is ready, the beeper starts to vibrate. In high season, JO&JOE can accommodate 300 to 500 people in one day. For the JO&JOE establishment in Paris they also chose to work with Trivec's bar automation system and in particular the self-service beer walls to speed up service. In the event of a problem with their cash register, pagers or bar automation system, they rely on Trivec's 24/7 technical support.

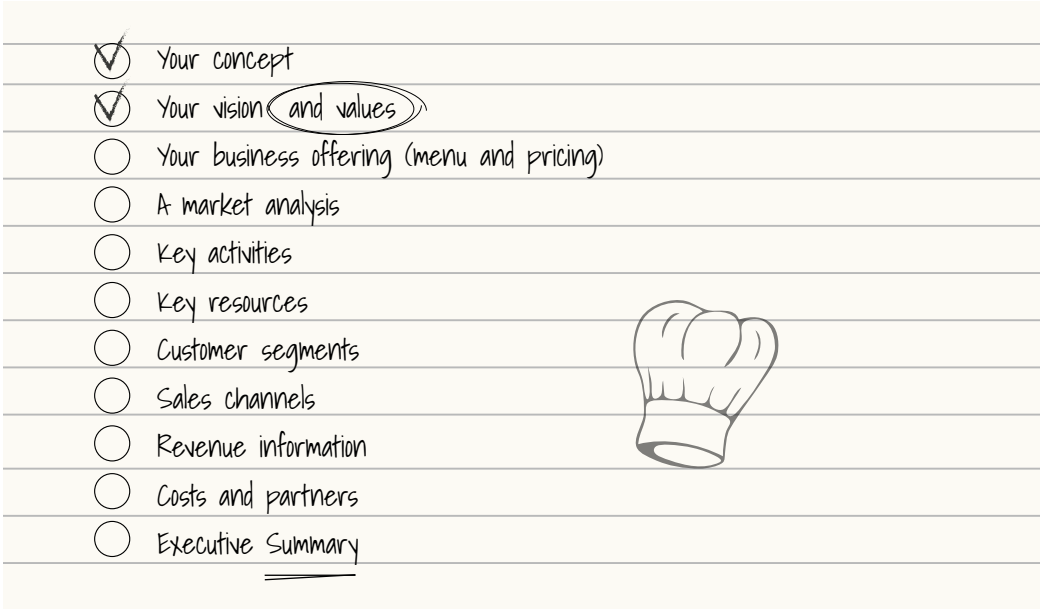
2. The business side of things

2. The business side of things

Create a business plan

A business plan will bring you face to face with the reality of running a food-service business long before you have welcomed your first customer. At this stage you'll take your intangible brand and solidify it with hard facts and numbers. You will translate your idea into a language understood by investors, and in so doing, you will realize what you need to do next. A business plan will also reveal potential pitfalls and thereby reduce your level of risk.

A good business plan is well structured and not too long. It should include:



A good business plan is well structured and not too long. It should include your concept, your vision and values, your offering, a market analysis, key activities, key resources, customer segments, sales channels, revenue information, costs and partners. Lastly, write an Executive Summary for your business plan. That is the first thing potential investors will look at. The summary should be concise and show off core strengths without the use of clichés and empty claims.

Think funding

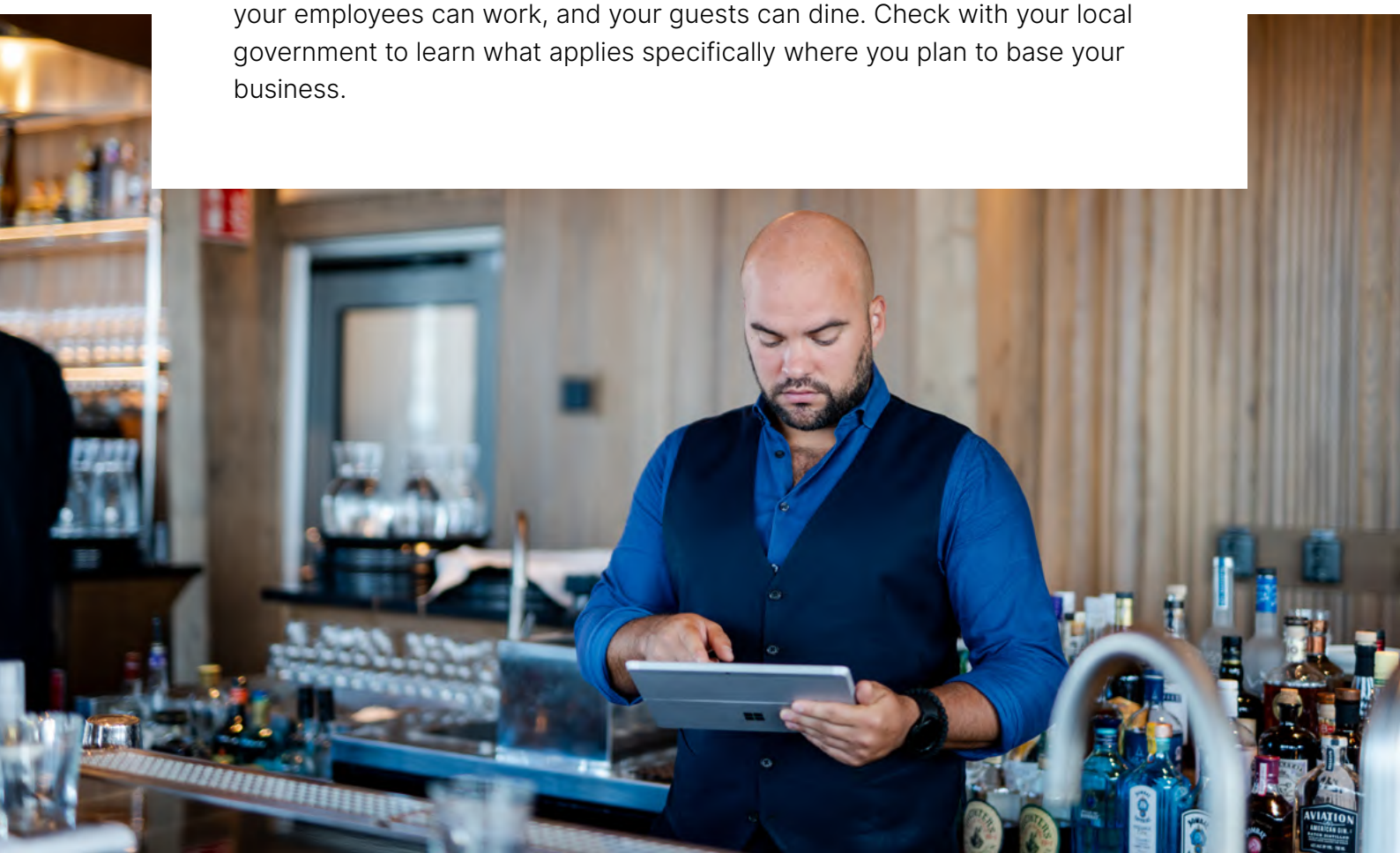
Your business plan will have estimates on your total start-up cost and the amount needed to keep your restaurant functioning on a day-to-day basis. You should also have a budget that predicts the first year's revenues and expenses to know how much you will need to stay in business. This total represents your funding needs.

Funding can come from a variety of sources, such as your own savings, joining up with one or more partners, attracting investors or visiting a bank's loan officer. Regardless of your strategy – even if it is your own money – make sure to have sound financial projections at hand.

Red tape, licenses and permits

Everyone serving or selling food to the general public has a responsibility to ensure that the food is safe to eat. It's important that you find out what requirements apply in your area in terms of food and alcohol licensing, health codes, fire safety, permits for outdoor tables, and tax laws. In general, you will have to consider EU directives such as the General Food Law Regulation, as well as national laws and local variances.

Many aspects of a foodservice operation are strictly regulated and subject to inspection. If you fail to meet regulations, you may face fines or getting shut down by authorities. You must also provide a safe environment in which your employees can work, and your guests can dine. Check with your local government to learn what applies specifically where you plan to base your business.





Appliances and technology

Another crucial business aspect for any foodservice entrepreneur is securing a reliable source of equipment and ingredients at reasonable prices. Reach out to several different food wholesalers for the best quality-price mix considering your concept. At this stage, don't forget your restaurant technology arsenal.

Ordinary consumers have developed faster than the industry, and you need to keep this in mind before you turn up the heat on your oven. How will you handle reservations, loyalty programs, online ordering and payments, self-service solutions, mobile pay, and take-out or deliveries?

The right technology should also help your business management and day-to-day operations. Your waiting staffmight use a mobile device to take customer orders and payments, which are instantly made available to kitchen and bar staff via displays so food and drink preparations can begin before the server has even left the table. The information is simultaneously passed on to the checkout system and put together into aggregated sales data to your office. The same workflow goes for the payment part, when a guest want's to pay, you don't have to go and get the bill and the payment terminal, but use the same device you took the order and finalize the payments.

The internet is a game changer

Smart investments in digital systems will lead to faster and more personalized customer service and simultaneously allow you to focus more on managerial decisions and less on routine tasks.

3.

Building up your restaurant

3. Building up your restaurant

Location, location, digitization

Choosing the perfect location for your restaurant boils down to visibility and accessibility. And while physical location remains important, it also depends very much on your concept. Are people expected to come to you or are you going to focus on delivery (either your own or third-party), catering, or pop-up bars?

Interact with your customers on their terms

Crucially, you should also start thinking about your online presence. What role will the web, social media and third-party online businesses have for your restaurant? Third-party review sites and social media is one way to interact with your customers on their terms. Apps and online solutions will also help you communicate deals and personalized offers.

Ambience

Once you have secured your physical location, it's time to organize your layout and design your space to meet the goals set forth in your concept stage. Ideally you will achieve a systematic flow from the front door back to the kitchen, allowing your dining experience to match the ambience specified in your concept.

And don't forget the production area; a poorly organized kitchen means substandard service. Here you should look at how technology can help you streamline both the customer experience and the workload of your staff. Do the servers need to go back and forth to the table or is there a different solution? Look into multi-purpose devices for ordering and payments, QR-codes for mobile ordering and payments, self-service kiosks, kitchen display systems, pager systems, and automation.

Menu

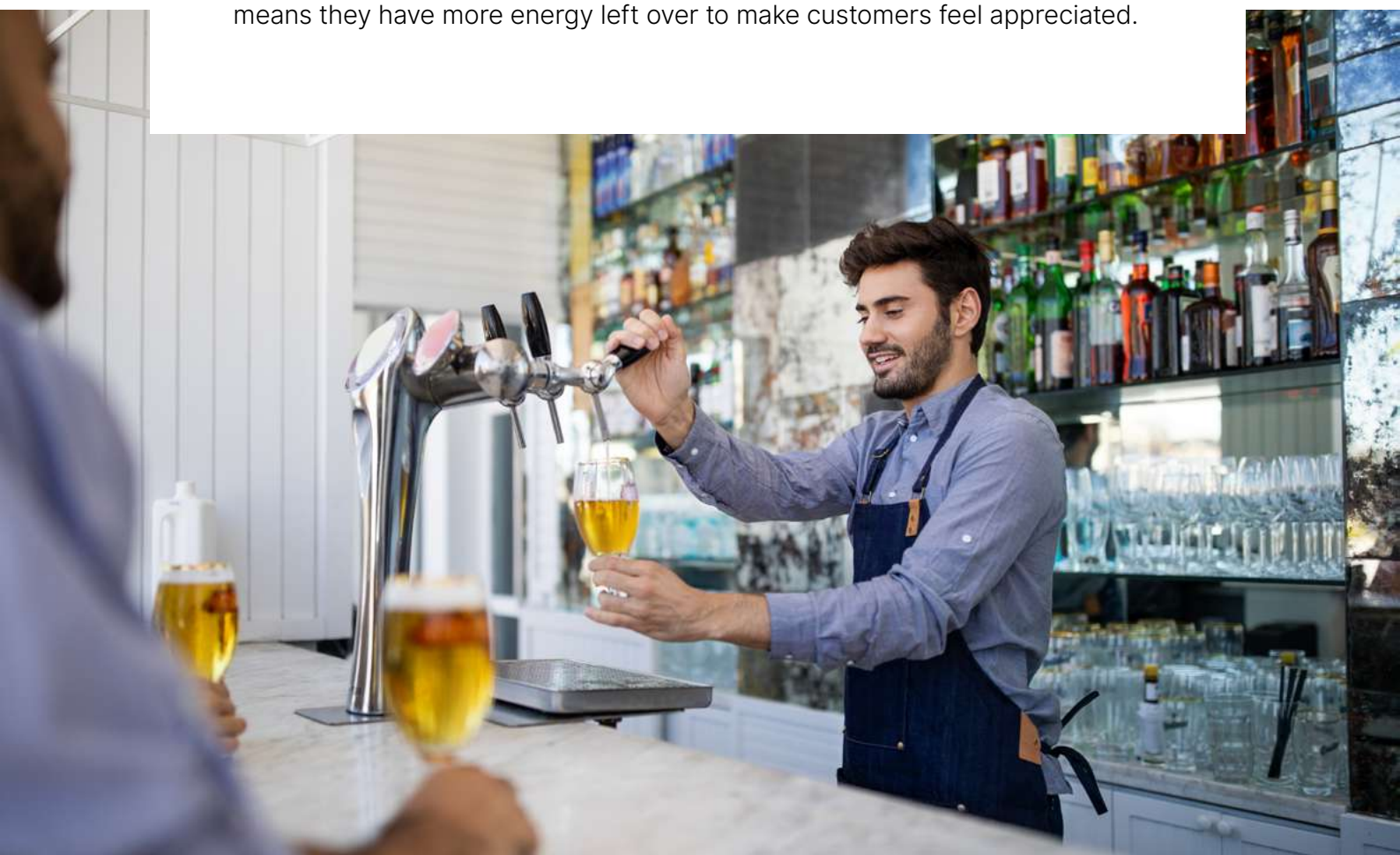
Your menu is the ideal tool for you to communicate your restaurant brand. Gone are the days when you posted a menu in the window and left it at that. You should make your menu accessible in as many places as possible – on social media, web, and third-party apps. And wherever your menu is, consider making it interactive. Technology allows your customers to book a table, pre-order foods, find out about allergens and even pay with just a few clicks.

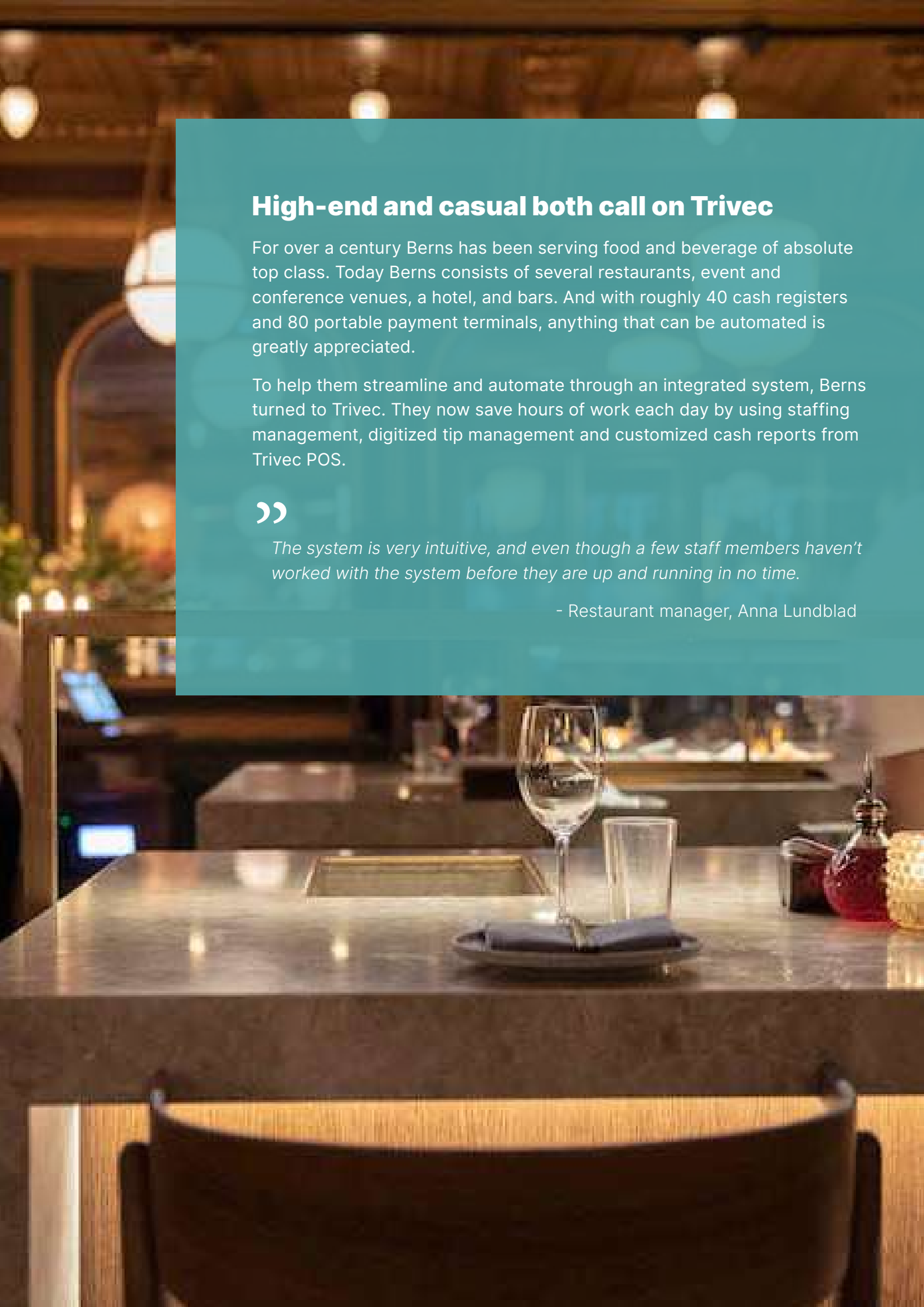
Another thing to consider is menu engineering – the practice of analyzing and strategically designing your menu to highlight your restaurant's most popular and profitable items.

Staffing

Your goal should be to hire experienced staff and build up a business culture with employee benefits and promotion opportunities that will reduce staff turnover. This is a challenge for any restaurant owner. One helpful strategy is to look at what duties can be automated. This will not only save staff costs but also lead to happier employees.

An integrated system that assists from order directly through to the back office has the potential to elevate the customer experience, reduce stress among staff and increase your profits. Making life easier for your employees means they have more energy left over to make customers feel appreciated.





High-end and casual both call on Trivec

For over a century Berns has been serving food and beverage of absolute top class. Today Berns consists of several restaurants, event and conference venues, a hotel, and bars. And with roughly 40 cash registers and 80 portable payment terminals, anything that can be automated is greatly appreciated.

To help them streamline and automate through an integrated system, Berns turned to Trivec. They now save hours of work each day by using staffing management, digitized tip management and customized cash reports from Trivec POS.

> *The system is very intuitive, and even though a few staff members haven't worked with the system before they are up and running in no time.*
>
> - Restaurant manager, Anna Lundblad

4. Managing the journey

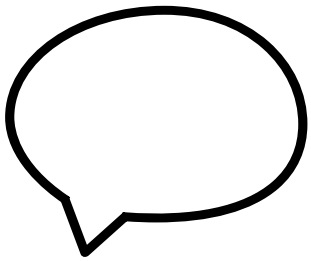
4. Managing the journey

How to wear multiple hats

Running a restaurant includes handling finances, inventory, marketing, public relations, staff relations, customer satisfaction and much more. On top of that you have stay focused on and excited by the food and atmosphere of your eatery. Let's face it, managing a restaurant will require you to delegate and be open to new ideas. Regardless of the type of food service you operate, you'll have to be flexible.

You should stay tuned to changing trends and customer demands. Locally produced and healthy options can no longer be ignored. But what's crucial for the next direction? The only way to know is to listen to both existing and potential customers.

Follow up on social media comments and reviews on third-party apps. Don't stick your head in the sand and think a bad review is worth ignoring. Quite the opposite, you should consider smart investments in digital and automated systems that will allow you to focus more on managerial decisions and less on routine tasks. Research the best technological help available on the market. Look over your existing systems for ordering, staffing, planning, inventory and accounting and see whether a complete integrated system is something for you.



Listen to both existing and potential customers

Stay in demand

Great food and service will keep you in demand. But you also need to stay noticeable and reach new customers and keep your existing ones coming back to you. This is where marketing comes in. You can resort to ads, but once you have a clientele, maintaining your reputation should receive more of your attention. Even though web sites have lost ground to social media and third-party apps, make sure to make your web presence attractive, user-friendly and customer oriented. To create loyal guests you can also look into a loyalty system which helps you send personalized communication via email and sms to your guests. You can send them an offer for their birthday, for Valentine's day, New Year's Eve. Inform them of certain events you have and so on. There are plenty of new and smart ways to communicate today! We at Trivec have a large eco-system of partners, with smart integrations which make your daily life easier as a restaurateur.

Word of mouth, the king of marketing, is free and effective. And today word of mouth runs online, through networks on social media. Therefore, use social media only if you plan to follow up. A Facebook account where you ignore customer comments and questions, mainly because you don't have time, is worse than not being there at all. Even if you opt out of your own social media accounts, third-party dining apps represent millions of visitors annually, and their visitors are your customers.

There's a lot to consider before opening your first foodservice business. The key is not to rush into it. Take a step back from your original dream and look at reality. How does your restaurant fit in? How will you find that gap in the market?



5.
What we offer

Trivec – a restaurant management platform

Trivec provides a wide range of products designed to improve customer experience. Trivec's POS system is based on a flexible API, making it as easy to integrate to third-part apps such as Foodora and Deliveroo as well as to loyalty system, CRM and analytics tools.

Hard to find staff?



Trivec **HandyPay**, is our handheld POS, a payment- and ordering device our 2-1. Orders are sent directly to the kitchen and bar and guests pay immediately when they ask for it. HandyPay makes it easier to have fewer employees e.g. having one from the staff out on the floor taking orders and runners going out with the orders. With HandyPay guests can easily add tips as it offers self-selected tipping options as well as predefined tip percentages.



Place **QR-codes** on tables, in lounges, terraces and hotels rooms where it doesn´t pay off to place personnel. Guests can order and pay easily via their cellphone as their needs for food and drinks occurs.

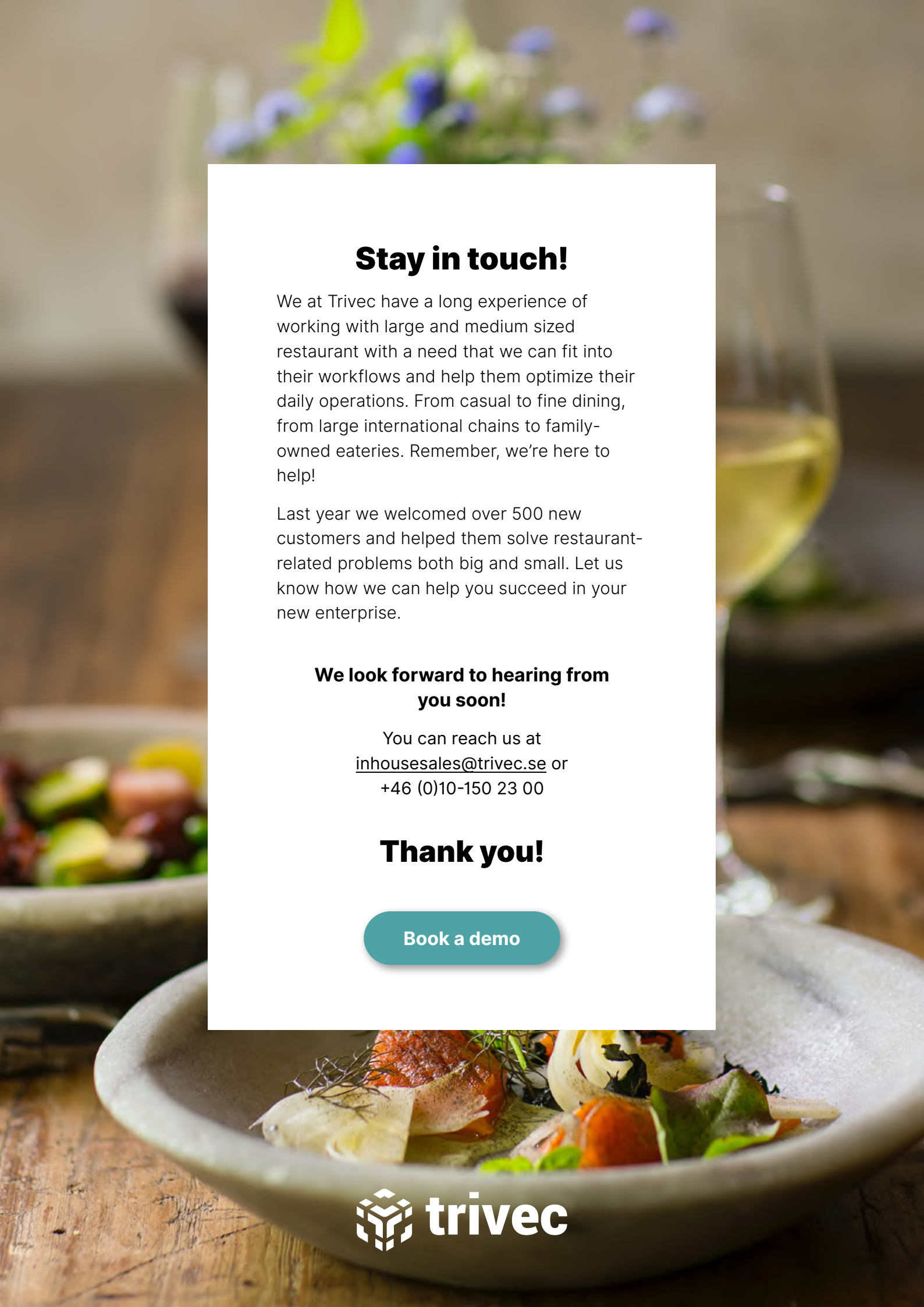


Trivec's **self-ordering kiosks** allow customers to order by themselves. These kiosks are an excellent tool for additional sales, a place where you can easily communicate with guests about specials, campaigns and so on.



Our **automatic beverage systems** range from beer and wine dispensing machines that reduce spillage and help you keep track of sales, to selfserve drink bars from which customers can pour their own drinks.

Trivec part of a partner ecosystem.
Trivec is a one-stop restaurant management platform that gives you a complete oversight of all your business operations. Through an extensive partner ecosystem, we offer multiple integrations to other key systems such as inventory, staff and personnel. Working smartly means combining the daily stock inventory with figures from Trivec POS, it is also about knowing what your guests buy at what time.



Stay in touch!

We at Trivec have a long experience of working with large and medium sized restaurant with a need that we can fit into their workflows and help them optimize their daily operations. From casual to fine dining, from large international chains to family-owned eateries. Remember, we're here to help!

Last year we welcomed over 500 new customers and helped them solve restaurant-related problems both big and small. Let us know how we can help you succeed in your new enterprise.

We look forward to hearing from you soon!

You can reach us at
inhousesales@trivec.se or
+46 (0)10-150 23 00

Thank you!

Book a demo

trivec