



## MARKETING TIPS FOR SMALL RESTAURANTS

### SUCCESS TOOLS FOR SMALL BUSINESS GROWTH

Restaurant owners and their managers often seek low cost, effective tools for increasing their flow of customers through marketing and advertising. Generally, there are five goals associated with restaurant marketing and advertising:

- a) Increasing average guest checks,
- b) Increasing sales revenue by outside promotions,
- c) Increasing revenue and or average guest check size by in-house promotions
- d) Extending or shortening hours for optimum revenue
- e) Increasing selling prices.

Prior to expanding marketing/advertising expenses, it is common to undertake a review of goals and current business operations. The following are questions that Restaurant Owners can ask themselves as they begin to review and plan for changes.

#### INITIAL OPERATING QUESTIONS:

- |                                |                              |
|--------------------------------|------------------------------|
| 1. Annual Sales Volume? _____  | 4. Food Cost? _____          |
| 2. Average Ticket Price? _____ | 5. Gross margin? _____       |
| 3. Percent Sales _____         | 6. Contribution Margin _____ |
| a. Breakfast? _____            | 7. Number of Seats _____     |
| b. Lunch? _____                | 8. SQ FT ? _____             |
| c. Dinner? _____               | 9. Break Points? _____       |
| d. Carryout? _____             | 10. # Employees _____        |
| e. Inside? _____               | 11. Hours Open? _____        |
| f. Delivery? _____             | 12. Days Open _____          |

13. Typical/Average Customer Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

14. Other Customer Descriptions (% Regulars, Special Events, Size of Groups, any Increasing or Diminishing Categories of Customers): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

15. Years in Business in this Location: \_\_\_\_\_

16. Access and Visibility - Strengths & Weaknesses: \_\_\_\_\_

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### **MARKETING AND SALES QUESTIONS:**

- 1) Unique market position, marketing brand or competitive advantage
  - a) Meal
  - b) Item
  - c) Price
  - d) Quantity
  - e) Décor
  - f) Theme
  - g) Rent Cost
  - h) Location
- 2) Sample Ideas - Increasing Average Guest Checks
  - a) Server Up Sell
  - b) Employee Incentive
  - c) Piecemeal ordering
  - d) High Contribution Margin Emphasis
  - e) Unique Offering
- 3) Sample Ideas - Increasing Sales Revenue by Outside Promotions
  - a) Shared Advertising
  - b) Grocery Store Receipts
  - c) Bag Inserts
  - d) Sample Delivery
- 4) Sample Ideas - Increasing Sales Revenue by Inside Promotions
  - a) Specials
  - b) 2 for 1
  - c) Super Size
  - d) Children Free
  - e) Parties
- 5) Sample Ideas - Optimize Profit Ratios (e.g., Increase Sales per Hour, Increase Total Sales divided by Operating Costs)
  - a) High Margins
  - b) Lower Protein
  - c) Breakfasts
  - d) Desserts
  - e) Prepared/Frozen
- 6) Sample Ideas - Increase Selling Price or Price Changes
  - a) Décor/Ambiance
  - b) Cleanliness
  - c) Community (tables)
  - d) Smells
  - e) Lighting

- 7) A Customized Mixture of any of Items 2-6 should include attention to each of the following:
  - a) Menu
  - b) Cleanliness
  - c) Ambiance
  - d) Promotion Outside
  - e) Promotion Inside

**ADDITIONAL STEPS:**

- 1) Interview Assessment with Professional Consultant: one or more
- 2) Needs Analysis & Program Design
  - a. Managements Changes % \_\_\_\_\_
  - b. Product Changes % \_\_\_\_\_
  - c. Capital Expenditure % \_\_\_\_\_
- 3) Program Implementation & Tracking Schedule

<b>Program Goals</b>	<b>Current</b>	<b>GOAL</b>	<b>30-Day</b>	<b>90-Day</b>
a. Sales Per SF Goal				
b. Sales Per Employee Goal				
c. Average Ticket Goal				
d. Gross Margin Goal				
e. Taxable Profit Goal				
f. Gross Monthly Average Sales Goal				

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