



Business Segment Cafes & Restaurants

BASIC INFORMATION

- Physical Premises
- Street Presence
- Dining area and/or servery
- Staff – Back of house & front of house

Cafes and restaurants are a great business. However, as with all businesses there are some areas which require attention to ensure that the business is profitable.

Guide 1 of 4	Revenue
Challenges	Opportunities
Increasing Customer Numbers	<ul style="list-style-type: none"> • Marketing • Loyalty program (get customer contact details for marketing specials, etc.) • Customer referrals (maybe linked to loyalty program) • Encourage customers to leave positive comments on social media forums • Improve customer experience whilst on premises (e.g. décor, service standards, cleanliness, friendliness)
Pricing	<ul style="list-style-type: none"> • Ensure revenue per item is in line with menu costing
Increasing spend per head	<ul style="list-style-type: none"> • Packaging menu items (e.g. coffee & cake at a different price point to purchasing items individually) • Upselling (if you get a piece of cake you will save \$\$) • Selling at the end of a meal (when clearing table, ask if the customer would like another coffee or a dessert)

ACTION RECOMMENDED

Contact us for a complimentary business review looking at each of the four pillars of business – Planning, Productivity, Promotion & Performance – and how they relate to you.

Getting these four pillars right will create the foundations for any business, providing support in moving forward.

Launch Commercial Solutions regularly run workshops, courses and networking events to support business owners. Please go to our website or contact us to find out more about how we can support you and your business.



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