



"Integrity, Honesty, Growth"

Restaurant Buildout Guide

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Concept Development

One thing is clear, whether you are opening a restaurant, bar, café you will want to stand out from the competition and to do this your concept needs to be convincing and attractive. Integrated Hospitality Group's professional team is the ideal partner for the development of successful concepts. We Know what works and what doesn't through our core teams combined 50 plus working years of hospitality service in all aspects of the industry. Our team members will connect the pieces of the puzzle which will take a business from a nice idea on paper to a thriving, successful model in reality.

Integrated Hospitality Group will work alongside with you and your ideas and advise ways in which they can best be 'brought to market'. At a time when you may be considering launching into your life's dream venture it will be reassuring to have such experienced hands, eyes and ears on your side. We will make your dream into a reality and help develop your concept from the ground up.

In the development process there are four essential steps to take:

1. Choose a Theme
2. Research the Market
3. Consider Location and Design
4. Write a Complete Business Plan

Our Concept Development team can explain in more detail when scheduling your free hour consultation.

Location Selection

Selecting a location that fits the concept is perhaps the most important aspect of venturing in a new restaurant or bar.

With more than 600,000 commercial locations in the United States, is there room for another restaurant in your market? The answer is yes. One reason is the quintessential American quest for something new—in this case, new dining experiences.

Changing demographics also drive the market. Aging Baby Boomers with disposable incomes and educated palates look for convenience and more sophisticated cuisine, such as ethnic foods. The growing seniors market, as well as families, look to cafeteria-style buffets for value. Generation Xers, tourists, and others attracted to the big-city and other retail entertainment districts seek fun along with food at sports bars, music clubs, and adult playgrounds.

Brokers interested in serving this industry need to stay on top of trends borne of changing demographics and consumer food preferences. The trends lead to the discussion of locations, know the trends, know what's happening in the restaurant industry, and site selection becomes a matter of common sense. This is where Integrated Hospitality professionals can assist you in your site selection.

Our commercial real estate partner is comprised of two commercial real estate brokerage companies known internationally since 1976. They have extensive experience in all phases of retail and restaurant brokerage including:

Sales Leases Sale leasebacks 1031 exchanges Market surveys Demographics Zoning and utility information
Traffic counts Competition maps Lease negotiation

For over thirty years the brokers and staff of our real estate partner have exhibited a unique expertise in site location and selection work, and Tenant Representation, for national, regional and local retail and restaurant companies.

In addition, they provide in depth services to real estate and shopping center developers and builders, assisting in every aspect of site procurement from initial market surveys through site identification and purchase and acquisition.

The knowledge, professionalism, and experience of the staff will benefit any purchaser, investor, and lessee of retail or restaurant properties or developers of real estate (retail, residential and/or misused) in their search for the right location throughout Florida.

Funding

In any new business venture good decision-making is vital. Opening a new restaurant requires so many decisions that it's not hard to make some mistakes along the way. The key is not totally missing the mark on the really important issues that can make or break your chances for success. Capital needs is one of the more important common missteps new owners make in areas that play a big role in how well a new restaurant is likely to do.

1. Underestimating capital needs There are many good new restaurants with excellent prospects for success that simply run out of money. It's common for first time owners in particular, to leave out or inadequately project all the startup costs involved in opening the restaurant. Some of the reasons include construction overruns, change orders, delays, and to be blindsided by additional costs mandated from local inspectors and building authorities.

Also, soft costs like permits, liquor licenses, insurance binders and pre-opening payroll are often missed completely or grossly under-budgeted. Unless you've done it before, it's usually advisable to seek some experienced, professional help in identifying and estimating, in detail, startup capital you'll need. Even then, many pros still add a 10%-15% contingency for the host of things that can (and often do) happen to add more cost to the project than you plan on.

2. Believing you'll start making money on opening day The odds are stacked against this happening. Even the best run chain restaurants, who open restaurants for a living, factor into their startup budgets, an allowance for funding operating deficits for up to 2 to 3 months after the restaurant opens.

It usually takes time to build sales volume to an adequate level. Even if your sales are strong from day 1, food and labor costs are usually sky high for the first several weeks as your managers and staff get acclimated, productive and have the time and energy to focus on anything other than just taking care of who's at the table. In time, most things can be fixed. Run out of money and you're done. Not factoring in an adequate reserve for initial operating deficits is another cause of undercapitalization.

Integrated Hospitality Group can help you plan for your financial needs for your project. We also provide financial solutions that can assist you in raising and or borrowing money for your new or existing business. Let us hit the street to try to find you funding for your specific needs. Set up a meeting to speak to one of our professionals who can give you the right direction.

Decor / Brand

There is more than meets the eye when it comes to a dining / cocktail experience

Choosing the right furniture, lighting, drapery, foliage, flooring, uniforms is just as important as perfecting a dish's taste and appearance

Décor trends come and go in the restaurant industry fairly quickly as people's tastes change. For instance, the rustic barn style that features lots of dark wood, earthy tones, and heavy pieces of metal with an aged patina has been a major trend for the past few years. But now that trend is starting to fade away, and it's being replaced by new styles of décor. How your restaurant looks, how the colors affect the guests and how stylish your dining space has a profound impact on your customers. Which makes it important for restaurant owners and managers to be aware of design trends and update their restaurant design accordingly.

Implementing a new and unique style of décor can help bring in more guests to your establishment and boost your profits, so it's worthwhile to stay up-to-date with what design trends are popular.

One of the most important aspects that millennials and younger generations consider when going out is the Instagram potential of a restaurant, or whether the décor is unique enough to post on social media. So, if you're planning on updating your restaurant's décor, you should keep in mind how photogenic your dining space is, especially if you're aiming at younger demographic.

Rather than using a lot of design elements, restaurant owners are paring down their decorations and using a few highly stylized pieces. By only having a few design elements, each piece has a stronger impact on your guests. Plus, minimalist spaces tend to have a sleek and clean aesthetic.

Branding, is one of the most important aspects of any business, large or small. An effective brand strategy gives you a major edge in increasingly competitive markets. But what exactly does "branding" mean? How does it affect a small business like yours?

Simply put, your brand is your promise to your customers. It tells them what they can expect from your products and services, and it differentiates your offerings from your competitors'. Your brand is derived from who you are, who you want to be and who people perceive you to be.

The foundation of your brand is your logo. Your website, packaging and promotional materials-- all of which should integrate your logo--communicate your brand. Another important integral part of your brand is your brand strategy. Your brand strategy is how, what, where, when and to whom you plan on communicating and delivering on your brand message. Where you advertise is part of your brand strategy. Your distribution channels are also part of your brand strategy.

Integrated Hospitality Group's partners can put together a conceptual idea on paper and make it market ready. We will create a brand strategy for your concept if you don't have one in place and implement design and logo creations. We have some of the best design and brand creators here in South Florida and can point you in the right direction.

Profit / Budget Analysis

Projecting your sales and costs are equally vital

Any good idea needs a great business plan. Our team at Integrated Hospitality Group has the professionals to put your thoughts into a viable structured outline which will give you an idea of what you need to succeed in your start-up. It will also help you formulate your concept further and help point out any difficulties that will arise through the business plan development stages.

Here is an example of an advanced outline of a restaurant business plan that our experts can guide you through step by step:

I. Executive Summary

- A. Overview
- B. Economic Model Summary
- C. Timeline and Milestones
- D. Capital Investment & Exit Strategy

II. Menu

- A. Concept
- B. Ingredients
- C. Menu Flow
- D. Price Point

III. Market Opportunity Sizing Analysis

- A. Target Market and Segmentation - Who Are We Targeting?
- B. Market Size - How Big is the Market?
- C. Market Trends - What are the shifts in the target.

IV. Business Development, Marketing and Sales

- A. Go-To Market Strategy
- B. Marketing Programs
- C. Partners & Support
- D. Pricing Strategy
- E. Sales Forecast
- F. Operational / Customer Experience Summary
- G. Products/Services
- H. Hours of Operation

Venue Build Out

Square footage used VS square footage lost.

Although aesthetics are the first thing guests look at, functionality is the key to a productive venue.

Our partnered consulting company is a full service Hospitality Consulting and Construction Management firm. They provide Design and Development Coordination, Owner's rep services, Project Management, FF&E (Furniture, Fixtures & Equipment) and OS&E (Operational Supplies & Equipment) Specifications and Purchasing services for boutique and non-flagship hotels and restaurants throughout the hospitality industry; both in the Caribbean and throughout the East Coast in the US.

They source, coordinate, purchase, manage and build just about anything that our clients need.

What that means is that we can supply everything from architectural coordination or interior design services to construction management; including but not limited to: permitting, design specifications, coordination, scheduling, budgeting, management, purchasing of tile and stone finishes, furniture, lighting, plumbing, kitchen equipment, millwork, carpet, drapes, decorative carving in wood and stone, marble, granite, etc. as well as supplies (sheets, towels, kitchen utensils, etc.) accessories and artwork. And our work doesn't stop there. We can also facilitate and coordinate all logistical aspects of overseas ocean or air freight, receiving, warehousing, local deliveries, storage and installation.

Most of the production happens in Asia (Vietnam, China, Indonesia, etc and in some parts of Central and South America – depending on the design). The production timeline, once a style and look has been selected, can be pretty quick. They can be ready to ship within 45 days from approvals and have the items here a month later.

Here are some links to some of their recent projects, so you can get an idea of the range of their styles and offerings and examples of their scope of work, particularly regarding OS&E specification and purchasing services.

Construction Implementation

Choosing the right contractor and developer for the job.

Integrated Hospitality Group's Architecture partner is a multidisciplinary firm focusing heavily on the commercial construction design needs. The firm can assist with providing everything from space planning, site planning, architectural design and preparation of construction documents for permit, including field inspections.

Integrated Hospitality Architecture partner are a leader in the design-build commercial architecture and general contracting services in South Florida. They have a wide variety of experience designing everything from hotels, grocery stores, restaurants, retail, office and medical along with high end residential in Florida and internationally as well.

Given the opportunity to present clients with in-house architecture allow them to provide the competitive advantage that we can design and build to the client's budget. Our partners have focused on providing elite service to clients throughout the design and construction phases working together as a team.

The design team brings several decades of experience to the table understanding the need for customer allure, branding and marketing through design along with efficient workflow. Our partner aim to provide experiential appeal and the necessary ambiance to provide a comfortable environment most lucrative to their target market.

Menu Development

Menus must flow with concept and accommodate popular demand.

Menu development requires a lot of research and knowledge. Details on culinary trends, business trends and customer feedback are essential for a successful menu. Our experts will assist through your brand understanding and menu goals, these key considerations can start to inform your menu strategy.

But which culinary trends should make the cut? What business trends are most likely to impact your menu? And where should you go for customer feedback? Like any successful restaurateur, knowing where to look is just as important as knowing what you're looking for. Integrated Hospitality Group's seasoned professionals will develop a menu that maximizes your return and guests experience through proven track records.

You do not have to develop or refine your menu alone. Lean on the knowledge and experience of the Integrated Hospitality Group's culinary experts. Our culinary and beverage experts will assist you in the following:

- Breakfast, brunch, dinner and lunch menu creation
- Cocktail menu creation
- Wine list selections
- Recipe Development
- Food plating consultation
- Pricing strategies for new or existing menus

After developing your menus, our culinary experts and mixologists can provide onsite training on recipes, cooking methods, plating and other SOP guidelines.

Marketing Implementation

"If you build it, they will come" FALSE

A strong marketing campaign in the beginning stages of a new venue is essential to any successful business.

Our marketing partners at IHG will give you the ultimate value for your new or existing program. We can map out a new marketing campaign or assist in managing the one you have. We also provide services that can pay for your Marketing and Media needs through trade with Primecard. This will optimize cash flow and can assist in savings on advertising and marketing.

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

Social media marketing has quickly become the preferred method of restaurateurs for one big reason: it works! Not only does it keep your restaurant relevant, it keeps you at the top of the list every time your guests are online searching for a place to dine.

Marketing methods aren't just about bringing in new guests - it's about bringing in great guests again and again! From social media sites to review and delivery apps, the more you engage your guests, the more they'll engage with you. If you want to grow your restaurant, you need to employ a smart, simple marketing strategy that captures attention and keeps it for good. Our team of Social Media experts will manage your existing online presence or create a new social presence using proven strategies. We can create Social Media pages, content creation, photography, online review management and maximize your SEO.

Social Media Implementation

Ready to expand and market to your audience on social media?

Our team will build social media campaigns to help you grow and engage. Planning and goal setting Create Social Media Accounts Oversee design of profiles such as: Facebook timeline cover, profile picture, thumbnails, etc.). Manage Efforts in Development of brand awareness and online reputation

Social Media Account Growth:

Likes, Followers, Comments and Engagement Manage Efforts in Audience Growth using organic tactics and paid advertising Manage Efforts in Audience engagement using organic tactics such as: Contests, likes, replies, etc.

Paid Social Advertising:

Reach your customers quickly and with precision with a data-driven PPC campaign. Create online campaigns in efforts to reach new customers with paid advertising.

Grow Email list:

How many emails do you collect every day? Our team will Create campaigns to capture consumer's emails.

Create funnels with landing page in efforts to capture consumers contact information.

Email marketing:

List of Emails? Let's make them stand out and work for your business. Create email campaign and market directly to your business subscribers.

Online Reviews Management:

Your reviews and online reputation can make or break your success online. Improve your reputation and reap the rewards.

Manage day to day reviews on all platforms your business is associated with. Reply to all reviews, negative and positive

Analytics:

Analytics provides the relevant facts that will allow our team to make a better decision at the end of each quarter.

Analyze key metrics and tweak strategy as needed Compile monthly reports to share with business owner

Content Creation:

Your brands content is crucial. Content marketing is powerful and engaging when done right.

Create, curate, and manage all content such as: images, videos, and captions.

Public Relations Management

Public relations or "PR" is perhaps the most effective but least understood aspect of marketing. It's elusive. While a display ad or television commercial hits us right between the eyes, well-placed and effective PR is all around us, but it is presented in the form of news. Second, you can't get good PR simply by opening your checkbook. At some point someone has to create positive interest in your business that makes it newsworthy.

The art of a PR battle is convincing the media that your "story" is a tale worth telling. You do this by developing relationships with the folks who control the news, publicizing your story, convincing journalists that the story is worth telling, and providing the necessary follow-up and support to make it easy for journalists to spread your news. And if you can develop a good PR "machine" for your restaurant, the return on investment can be unmatched by other forms of marketing.

The Benefits of a Strong PR Program

I. PR builds credibility and helps form a favorable public opinion through the "implied endorsement" of unbiased industry authorities (namely print and broadcast media members). Consider which holds more weight -- an advertisement about a new restaurant opening or a positive article written in editorial style about the hottest new restaurant in town?

II. PR generates news coverage, and news coverage builds credibility: people believe what they read in newspapers and magazines, what they hear on the radio and what they see on television. People are skeptical of what they see in an advertisement. It's easy to toot your own horn. It's more difficult to get someone to believe your claims through advertising alone.

III. PR allows personalization of your story. Because they are so expensive, advertisements do not give you ample room to personalize the story of your restaurant. A public relations campaign does. By generating multiple story angles designed to reach different media outlets -- such as business journals, foodservice and hospitality trade publications, daily and weekly newspapers, city and regional magazines, regional dining and entertainment publications, and major national magazines -- you enhance the number of published and broadcast stories about your restaurant. And each of these stories educates the public of what your restaurant is all about.

IV. PR is cost-effective. Compare the cost of a direct mail campaign or a display ad in a publication with the cost of writing and distributing a press release. There is no comparison. The cost of hiring a restaurant public relations firm to produce press releases and get them placed in media outlets is a fraction of what you pay for advertisements. In addition, the articles the press release generates may be viewed by a larger audience since consumers tend to pay more attention to stories than advertisements. It would be difficult to find an executive who would prefer seeing his company's ads versus a news feature. The article builds credibility, positions the company as an industry leader and generates awareness without the costly inefficiencies of traditional advertising.

V. PR's lifespan can be longer than advertising. To the typical consumer, an ad is like a butterfly. Its life span is short-lived. This isn't the case with PR. A well-placed story can reap benefits for an extended period. The fundamental PR strategy is to place a story in one publication and move it up the ladder to another magazine or newspaper, or transfer it to another medium such as radio or television. Our PR partners will assist you in putting your business in the limelight and create more traffic to your restaurant. Let us manage your media relationships.

Hiring Implementation

"1 out of 100" Searching VS Developing

Various interviewing and hiring strategies are used to ensure the right staff for your venture

Staff Training Implementation

We believe that good help is hard to find, but rewarding to develop.

With every great team, there comes great management. IHG is dedicated to work hands on with the leadership team. Scheduled management training workshops, guides that will ensure problem solving solutions, and development classes that focus on the culture of “Service First”.

Service is the number one reason why patrons return to an establish, next to product quality. With this in mind, IHG conducts vigorous training seminars not only for pre-opening but on a monthly and quarterly basis. All aspects of service are touched on to ensure zero miscommunication and error in the delivery of your product.

Training Services tailored to your venue included:

Full concept guide (Explanation on vision of ownership) Complete Service Training guide (Service from beginning to end) Instrumental Packets on Beverage History (Including Wine and Spirits) Menu training guide Culinary workshops on food production Extensive mock service workshops Hands on managerial training Sales workshops (Incorporating service with suggested salesmanship) Competitive contests to ensure escalating sales Employee assessment charts

Each class/guide/packet will be tailored to the needs and vision of your venue. The services above are proven training guides used by industry leading Hotels, Restaurants, Bars etc.

More extensive training is also available:

Voyage Global Leadership Development Program HACCP Manager Food Handlers Certification Florida Responsible Vendor Program Manager Food Safety Certification Forbes Standards Training Program

Final Product Analysis

Making sure every aspect of the "product" is optimized for full success

Soft Opening

Test your product live!

This is where your recipes, plating, cocktails, staff gets put to the staff by friends and family

Product & Procedural Adjustments

Re adjusting is a part of every growth

This milestone is where dishes, cocktails and procedures are tweaked to optimize production

Grand Opening

The time has come to show off all your hard work!

With a successful marketing campaign this day / night will be the leading anticipation for the season to come

Quarterly / Yearly Revamping

Reassuring all recipes, plating, cocktails and procedures are still being followed as initially created.

"No one stays young forever"

Revamping is a part of a successful Venue. Minor tweaks on Menu, Cocktails, Wine list, Art pieces can make a world of difference for "regulars".