

Sales growth

Tips on running profitable restaurant

The 4 boxes driven

Happy
People

Food
Strategy

Excellent
Execution

Promotion
plan

People

(Happiness)

Happy People

People serving people, if any of our people not happy in working, than it means we need to re-trained, re-motivated and re-calibrate the system or re-hiring



People
(training)

**None of them are
qualified to act a great
standard of service
unless we have
constantly trained them**

Partnership is never out of dates. It is a win win to give and take

Build ownership, strong bonding, knowing each person in detail, get what is they motivator, level of they expectation, they skill and capacities

Training with passion & re-trained periodically

4 corner training method:

1. Trainer give example, trainee watch
2. Trainee try out, trainer watch
3. Trainer practice, trainee pay attention
4. Trainee practice, trainer observed and validate

**If I don't know then I am
not wrong, so tell me**

**Write rules of work, expectation of what
we want, the barometer of success, what
is the right attitude and spirit**

**If you never check on
me & don't let me know
my progress. Then how
do I know about my
performance**

**Fair evaluation, periodically evaluate,
unscheduled visit, give praise and
suggestion on improving**

Human brain are designed to avoid disaster and looking for pleasure

**Printed Reward and punishment with
clear consequences and let everybody
knows it and of course do it accordingly**

Raw Strategy

Inputs are very important for outputs.
Good inputs lead to Great outputs

Raw freshness is the key



**What ever it takes,
the most important is
consistency of output &
with the right process
that can be repeatedly
many thousand time**

**Good raw quality - good
purchased price, constant
food process, consistence
in making **great** output,
low wastages,
low food cost**



98.99% satisfaction

Excellence execution

Your customer is a king and a lion

**Make sure they were happy and satisfied, otherwise
they will roar to many of our future customers**

Improved and improving find the way to do it good to **great**

**Hospitality service, product excellence, accuracy of order,
cleanliness of all aspects, maintenance of equipment**

Find a **great** new way,
do not do the same all
the time, excitement
comes after we do
changes

If we are not change for new better way, our
competitor will do, then we are soon in trouble

**View from top, from
outside sometimes, so
we can see our place in
different way. Get to
know what customer
feel and experience.**

**We are tend to be blind in our routine,
see from other side, and feel it**

**Customers do not care
about many problems
we are facing, they just
want their food in
hospitality**

**Do NOT pass the problem to our customer,
we are the expert in our business**



It needs more than just a banner.

**Plan your promotion, plan your preparation, plan
your team, plan your sales, plan your growth**

**Failed to plan is
planning to fail.
Nothing is perfect
unless we plan**

**Promotion is more than just execution, is
a must and it is a planning game**

**Do we Promote mango
while it's mango
season, or Promote
mango while it is not the
season?**

**When it comes to promotion nothing is
black and white, its all grey**

**Build at least 9 months
marketing calendar, if
the best 18 months**

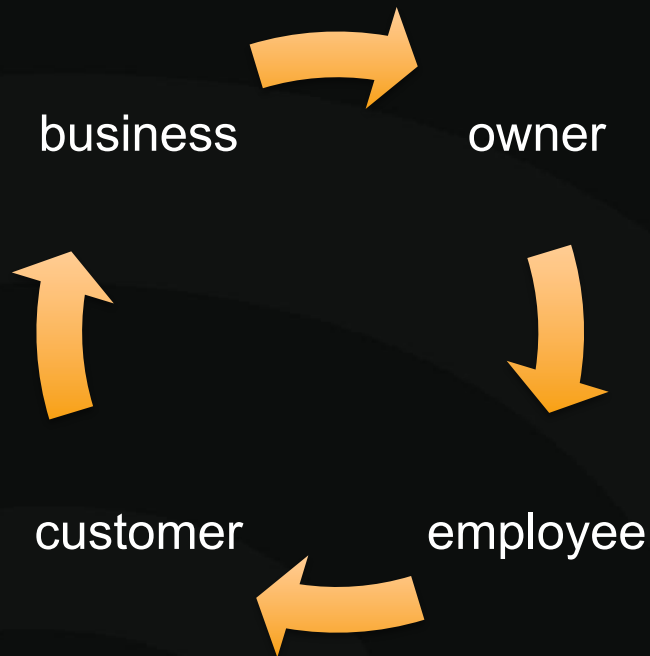
**Do not do promotion unplanned, it is a
disaster. Plan it 3 months before, then
start doing it afterward. Give time to
prepare and execute it properly**

**Making sure your team
ready, F&B suppliers
known and support,
promotion material
prepared**

**Not only we but all of them have to be
ready, caused it's all team work**

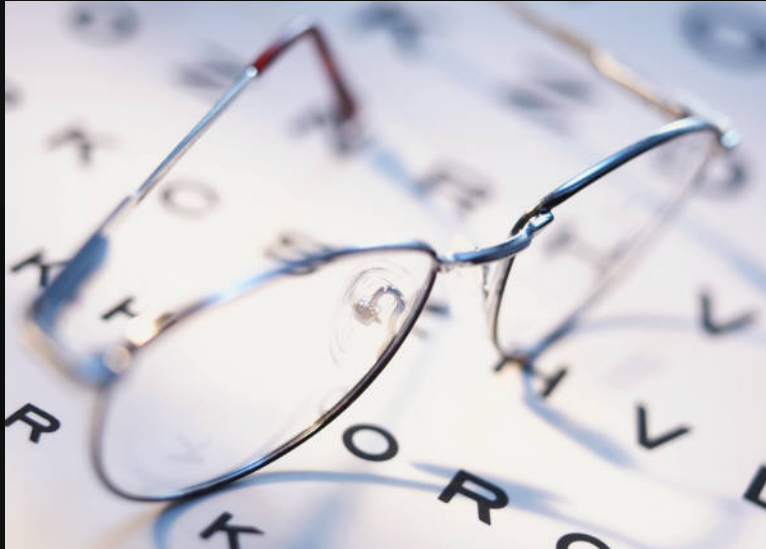
GOBOSH, go big or stay home. If you want to do it be sure you do it right and hit hard.

Small is not an option, do not do it for sake of doing it, do it with passion



- 1st Owner takes care employees**
- 2nd Employees take care customers**
- 3rd Customers make business**
- 4th Business give profit to owner**

When the owner is knowledge full
The employees have benefits of learning
When the employees are smarter and act wiser
The customers are more taken care and happy
When the customers happy and come back
The business grows
When the business grows
The owner get richer and can buy more book
and get more knowledge



Books to read

Tipping point by Malcolm Gladwell

Differentiate or Die by Jack Trout

Good to great by Jim Collins

Marketing revolution by Tung Desem Waringin

The success principle by Jack Canfield

The Instants series book by Brad Sugars



**Its all about
team work, and
constant
improvement**

**Have fun, it's a game of
passion, patience and
partnership**