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## How to Open and Run a Successful Restaurant

By Egerton-Thomas, Christopher

Wiley, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: INTRODUCTION.CHAPTER 1: HOW IT ALL BEGAN.A BRIEF HISTORY OF THE RESTAURANT INDUSTRY.THE MODERN INDUSTRY.EDUCATION.COOKING SCHOOLS.THE RISKS.REASONS FOR FAILURE.THE THEATER OF RESTAURANTS.WHO OPENS RESTAURANTS, AND WHY.SACRED MONSTERS.THE MASOCHISM FACTOR.THINKING POSITIVE-THE FUN SIDE.THE CASABLANCA FACTOR.CHAPTER 2: LOCATION.THE IMPORTANCE OF LOCATION.Mystical Factors.Country and Suburban Locations.Rent.HOW TO FIND PREMISES.The Neighborhood.Converting Premises.CHAPTER 3: WHAT KIND OF RESTAURANT?WHAT IS THE TARGET MARKET? Opening Hours.Which End of the Market?THEME RESTAURANTS.ENTERTAINMENT.Appealing to Different Age Groups.Mixed Business.ALCOHOL AND LICENSING.INSURANCE.TAXES.PRICING.WHO ARE THE CUSTOMERS?WHAT DO CUSTOMERS WANT?CHAPTER 4: RAISING THE MONEY.START-UP MONEY: HOW TO GET IT.Inheritance.Savings.Bank Loans.Small Business Administration.Loan Sharks.BUSINESS PLAN.THE PROS AND CONS OF PARTNERSHIPS.Multi-Partner Restaurants.Partnership Disasters.Con Artists.Working and "Sleeping" Partners.Friendships.Partnership Successes.An Ideal Marriage?FINANCIAL PLANNING.Bills.The Go Position.Foreclosure.BUYING A FRANCHISE.CHAPTER 5: EQUIPMENT AND DECOR.EQUIPMENT-OLD OR INHERITED.EQUIPMENT-NEW.THE WONDERFUL WORLD OF

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