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CHRIS TRIPOLI, FCSI

Hospitality Specialist

Chris has over 40 years of experience in the restaurant industry. He has developed award winning restaurants and provided assistance on a variety of airport, convention center, parks, theaters, and retail center projects. He consults on concept development, operations, and growth related matters with a variety of independent operators, franchisors and franchisees.

Chris contributes to RestaurantOwner.com and writes for "Restaurant Start-up & Growth Magazine". He assists restaurant owners with the following:

- Market trends within the hospitality industry
- Menu assessment, development, and pricing
- Financial planning, monthly statements and reports
- Management structure and leadership development
- Staff selection, training, and retention programs
- Marketing and promotional planning

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BEST PRACTICES FOR INCREASING YOUR RESTAURANT'S PROFITABILITY!

JOIN US FOR THIS INFORMATIVE 4-PART WEBINAR SERIES EACH WEEK FROM 10:00-11:00AM

Part 1, October 4th

"Selecting, Training & Retaining Staff to Increase Profitability"

Explore the best practices today's successful restaurant operators are using to find, train and retain their staff in this increasing competitive market. Key points include:

- Selection process... Why the 2-step interview program works
- How your staff can become your best recruiters
- Embracing the change in today's labor marketplace
- Engaging staff as a way to build revenue and decrease operating costs
- Empowering managers to create better leaders and increase profitability

Part 2, October 11th

"Managing Your Menu to Maintain Profitability"

The menu paints a picture of your concept and tells your story to every customer...What is yours saying? In this session we will discuss the best ways to create, layout-design, cost & price your menu for success. Key points include:

- Amount of menu offerings... Why less can be more
- Accurately costing your menu for maximum profit
- How layout, design and proper placement increases profit
- What's so special about your specials
- How seasonal menu updates raise revenue and lower cost

Part 3, October 18th

"Knowing Your Numbers...Understanding Your Profit and Loss Statement"

Learn how today's successful restaurant operators produce and learn from their daily reports, weekly summaries and monthly financial statements. Key points include:

- Maintaining realistic cost of goods with today's product price increases
- How running inventory programs help lower cost and manage preparation
- Current labor management practices that increase profit
- What we need to know daily, weekly, and monthly
- Properly building an annual operating budget

Part 4, October 25th

"Developing a Marketing Plan that Increases Your Profit"

Why are some restaurants growing their revenue while others are losing theirs? We present today's best practices to build revenue and market your brand in a cost effective manner. Key points include:

- What is marketing and why isn't it advertising
- How daily operations become our best marketing tool
- Building revenue and increasing profits from existing guests vs chasing after new ones
- Public relations and community involvement that works
- How to build/manage an annual marketing plan