**Planning a New Restaurant**

**Step 1**: *Working in your Cooking groups (or on your own), plan a new restaurant for the greater Issaquah area.*

**Step 2**: *First think of all the restaurants already in town. Try to find a location and type of restaurant that isn’t already flooded with the same type of establishments.*

**Step 3**: *Use the chart below to help you decide on the type of restaurant for your plan.*

Type of Restaurant

* *Family Style*
* *Lunch Counter*
* *Coffee Shop*
* *Grill*
* *Bistro*
* *Quick-Service*
* *Fine Dining*
* *Food truck*

**Step 4***: After selecting the type of operation and meal service for your restaurant, answer the following questions about your restaurant:*

1. What will be the name of your restaurant? BE CREATIVE AND APPROPRIATE
2. Where will it be located? (Give detailed location…not just “downtown Issaquah”)
3. What type of restaurant is it?
4. What will be the per-person price range of your menu? Why did you choose this price range?
5. What sort of environment will you create in your restaurant? Casual? Formal? Themed? ***Describe*** the overall environment of the establishment. Include any specials, promotions, etc. that will be part of making the restaurant successful and/or unique.
6. Why do you think your restaurant will be successful?
7. Approximately how much money do you need to start your business? Do some research on price/square foot in the Issaquah area to give you an idea. List out your estimates for the following costs:
* First month’s rent & deposit $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Operating expenses (utilities) $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Location improvement (build-out) $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Equipment $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* First month’s food $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Marketing $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If you have a mobile restaurant, then where do you plan to put it and how much will you pay for that? Or what will you exchange in order to park your truck there?

1. On a separate sheet of paper, design a sample menu for your restaurant for TWO meal times (i.e. breakfast, lunch, dinner, happy hour…you don’t have to include all of them even if your place serves all of these meals). Prices and brief descriptions should be included. A ***minimum*** of 6 items is required, more for full credit. Staple your completed menu to the back of this sheet. Menu should be colorful and neat. Creativity DOES count. Final menu must be typed.

**Planning a New Restaurant rubric**

Questions completely answered \_\_\_\_\_\_/10

Menu

* Items listed, described, priced \_\_\_\_\_/30

(*minimum 6)*

* Neat, colorful, creative \_\_\_\_\_/10

\_\_\_\_\_/50