

WHAT ARE SOME QUALITIES OR CHARACTERISTICS THAT MAKE A GOOD RESTAURANT?

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There are certain characteristics that distinguish a good restaurant from an average one. Such qualities help keep a good restaurant's tables filled with satisfied customers. If your small business owns a restaurant, understanding some of the qualities it should have will increase its chances of creating repeat business and consistent profits.

High-Quality Food

A good restaurant sets a high standard for its food quality and ensures that guests receive the same quality with every meal. Serving quality food can earn your restaurant a good reputation and compel your guests to return for repeat visits. High-quality ingredients and an experienced cook are important to serving good food consistently. A good cook understands your guests' needs and works well with the kitchen staff to ensure that guests receive their meal the way they ordered it every time.

Good Overall Experience

Providing good customer service in a clean environment helps to enhance your guests' overall experience of your restaurant. The staff who interact with your guests should be courteous and maintain a positive attitude. Servers should know the menu well, deliver guests' food and drinks on time, and quickly address any issues that an unsatisfied guest may have. All staff should help to keep the restaurant clean at all times, including the kitchen, food preparation areas and any areas that guests come into contact with.

Different from the Rest

If your restaurant provides good food and service but is too similar to other restaurants, customers may overlook your restaurant when deciding where to dine. A good restaurant should have one or more unique features that stand out in a customer's mind and give it a competitive advantage over others. For example, your restaurant may be the only restaurant in town that makes its ingredients fresh daily or it may have an amazing view of the city that none of your competitors have.

Good Business Management

A good restaurant owner manages the business aspect of the restaurant properly, which increases the chances that it can provide quality food and service without interruption. Running your restaurant properly can also help boost your small business's profits. You must manage your restaurant's finances, keep good records and stay current with regulatory requirements, such as taxes and health inspections. For example, consistently paying your vendors on time reduces the risk of running out of items on your menu.