

## DIFFICULTIES OF OPENING YOUR OWN RESTAURANT

Ovdij Y., Starkova O.

*National University of Food Technologies (NUFT), Kyiv*

Opening a restaurant isn't a simple thing to do. Anyone can open one, but another question is if it will be successful. A hard reality is that many restaurants fail during their first year, frequently due to a lack of planning. But that doesn't mean that food-service business has to be an extremely complex operation.

The first step in opening a new restaurant is deciding what type of restaurant it is going to be. Are you looking at opening a high-end fine dining restaurant or a casual diner? Define what kind of restaurant you want to open. Next move is to decide on restaurant location. Is the restaurant location in a busy area, with plenty of foot traffic? If not, is there enough parking? Next move is choosing a restaurant name. Select a restaurant name that means something. It can be a reflection of your theme or location. Next step – write a business plan. There are two important reasons you need a restaurant business plan. It helps you see big problems in your restaurant plan, like not a big enough population base or a bad location. There is a need for a business plan if you want to ask a bank to finance your business venture. Finding financing is another thing to do. This is the step that stops most people from actually opening their own restaurant - financing. Although it is increasingly harder to get financing for a restaurant, it is not impossible. It is essential to design the restaurant. The design of a restaurant should be a balance between aesthetics and seating capacity, always keeping practicality in mind. Once you have your restaurant design down, you can start purchasing commercial kitchen equipment and furniture for your dining room and other areas in the front of the house. Writing a menu is also important. A well-written restaurant menu should be both descriptive easy to read and have a clear, uncluttered layout. A few things to avoid on a restaurant menu include clip art and too many disclaimers. Then it is time to hire a restaurant staff. As opening day is getting closer you need to begin hiring for both the kitchen and floor. Kitchen staff, wait staff and bartenders are all integral parts of any restaurant. Advertising is a must for most new restaurants. Supplement traditional advertising, such as newspapers and radio ads, with new media. Use social media sites to spread the word about a new place.

**Conclusion** Restaurant business is a hard work. It may seem fun, but it all boils down to hard work. Everyone in food business can tell about long hours they put into it. It's important to understand all the various jobs that are involved in running a restaurant. From bookkeeping, to cooking to PR and the owner is responsible for it all. Before opening your own restaurant there are many aspects that need to be addressed, to assure success.

### Literature:

1. <https://www.thebalance.com/how-to-open-a-new-restaurant-2888644>
2. <http://articles.bplans.com/start-successful-restaurant-guide/>