



How to Start a Restaurant Checklist

1. **Conduct market research.** ☐
 - a. Research and outline your concept. ☐
 - b. Survey consumers. ☐
 - c. Conduct industry research. ☐
 - d. Study your competitors. ☐
 - e. Get people to sample your food. ☐
 - f. Develop a menu suited to your target market. ☐
2. **Choose a name and trademark it.** ☐
 - a. Get ideas from existing restaurants. ☐
 - b. Name your business. ☐
 - c. Check domain name availability. ☐
 - d. Register your name. ☐
3. **Write a business plan.** ☐
 - a. Complete an overview of your business plan. ☐
 - b. Create your business plan. ☐
4. **Form your restaurant business.** ☐
 - a. Create a legal entity. ☐
 - b. Obtain an Employer Identification Number (EIN). ☐
 - c. Open a business bank account. ☐
 - d. Apply for licenses and permits. ☐

e. Purchase insurance. ☐

5. Decide on a location. ☐

a. Contact the National Restaurant Association. ☐

b. Apply for a loan. ☐

c. Obtain a business credit card. ☐

d. Get an SBA loan. ☐

e. Find investors. ☐

f. Try crowdfunding. ☐

g. Strike a deal with your landlord. ☐

h. Use your own money. ☐

6. Secure and prepare your space. ☐

a. Make a list of everything you'll need and compare prices. ☐

b. Secure premises. ☐

c. Complete shopfitting. ☐

d. Purchase small appliances, utensils, and more. ☐

e. Purchase electronic equipment. ☐

f. Purchase office equipment and basic office furniture. ☐

g. Purchase uniforms. ☐

h. Purchase consumables. ☐

7. Build your team. ☐

a. Write compelling job descriptions. ☐

b. Identify and interview the best candidates. ☐

c. Train your team. ☐

8. Market your restaurant. ☐

a. Create a website. ☐

- b. Set up social media accounts. ☐
- c. Create marketing campaigns. ☐
- d. Use local SEO. ☐
- e. Be a walking, talking billboard. ☐

9. Complete the final checks before your grand opening. ☐

- a. Double-check your inventory. ☐
- b. Have a dress rehearsal. ☐