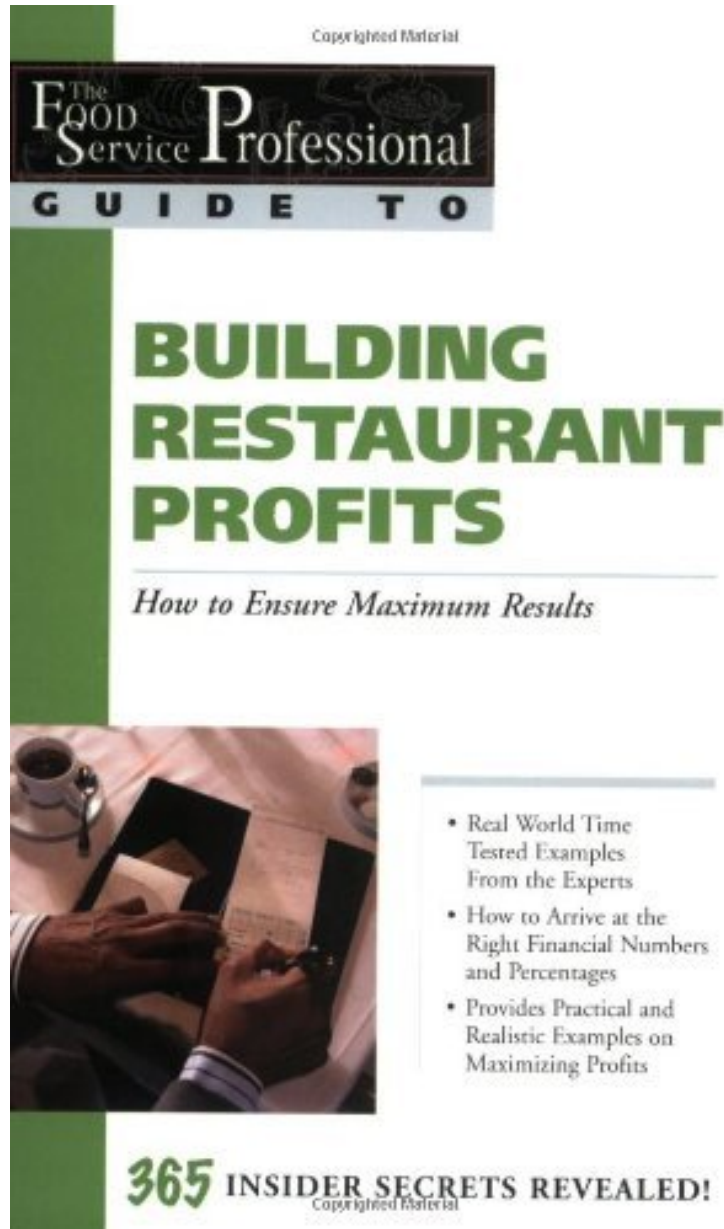


The Food Service Professionals Guide to: Building Restaurant Profits (Guide 9)

Jennifer Hudson Taylor

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Jennifer Hudson Taylor : The Food Service Professionals Guide to: Building Restaurant Profits (Guide 9) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Food Service Professionals Guide to: Building Restaurant Profits (Guide 9):

5 of 5 people found the following review helpful. Start with this book By DeAnna Knippling While there are several other books in this series, The Food Service Professional Guide To Series, that cover different areas of this book more thoroughly (for example, there are a few tips on how to reduce your beverage costs in this book, but Controlling Liquor, Wine, Beverage Costs, by Elizabeth Godsmark, is flat-out exhaustive), this book is a great overview. Often, you won't need to make extensive changes in your food service operation to maximize your profit. A few things go wrong --for instance certain menu items that just won't sell or problems with a vendor who's constantly sending bad produce--and your profits disappear. Or you're in the opposite situation: everything's going wrong, and you don't know where to start. My advice would be to purchase this book first. The information here will, for the most part, give you a general idea of what you should be looking for in each area of your business. Each section contains valuable hints, but they're usually very basic ones--ones that if you aren't following, you really should be. If, after reading through the book and making sure you're following the general guidelines set out in each section, you find you're still not seeing the profitability you're looking for in any given area, take a look at the book of this series related to the topic. The other books that I've read in this series go over each area of each subject and pick apart the different areas where your restaurant can be improved for better profit and customer satisfaction--everything from employee fraud to what type of light bulbs you should consider. If you already know where your problem areas are, you may want to go straight to the book for that area, but often one problem (like excess trim from meat) can be traced back to different areas (like employee relations), so it can be a good idea to have a general checklist to work from. If you're looking to improve your restaurant/food service business profits, this is a great place to get started.

This series of fifteen books - The Food Service Professional Guide TO Series from the editors of the Food Service Professional magazine are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast-to-read, easy to understand and will take the mystery out of the subject. The information is boiled down to the essence. They are filled to the brim with up to date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you will not find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the theory. Every paragraph in each of the books are comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas. You will be using your highlighter a lot! The best part aside from the content is they are very moderately priced. The whole series may also be purchased the ISBN number for the series is 0910627266. You are bound to get a great new idea to try on every page if not out of every paragraph. Do not be put off by the low price, these books really do deliver the critical information and eye opening ideas you need to succeed without the fluff so commonly found in more expensive books on the subject. Highly recommended! Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 144 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

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