

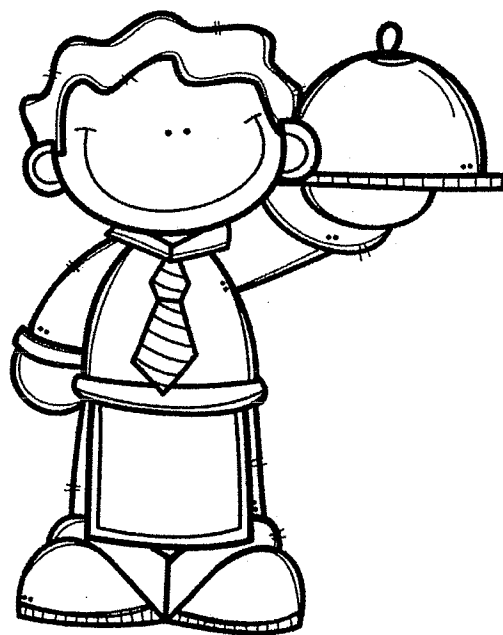
Name: _____

Restaurant StartUp

Have you ever wanted to own a restaurant? Or maybe, you thought about a career in the food industry? Well, this project will give you a “taste” of what it is like! Starting a restaurant sounds like a lot of fun...but there is so much to think about! You will be working in teams to pitch your restaurant ideas and prepare for the Grand Opening of your very own restaurant!

Here are some facts about the restaurant industry...

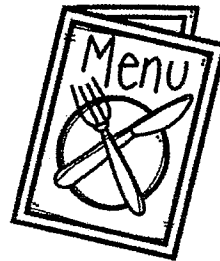
- **\$709.2 billion:** Restaurant industry sales.
- **1 million:** Restaurant locations in the United States.
- **\$1.9 billion:** Restaurant industry sales on a typical day.
- **14 million:** Restaurant industry employees.
- **1.7 million:** New restaurant jobs created by the year 2025.
- **10%:** Restaurant workforce as part of the overall U.S. workforce.
- **Nine in 10:** Restaurant managers who started at entry level.
- **Eight in 10:** Restaurant owners who started their industry careers in entry-level positions.
- **Nine in 10:** Restaurants with fewer than 50 employees.
- **Seven in 10:** Restaurants that are single-unit operations.
- **\$15.4 billion:** Projected sales in Michigan's restaurants in 2016
- **11%:** (421, 500) Michiganders employed in the restaurant industry – expected to grow by 10.3% by 2026.



Restaurant Requirements

The restaurant industry is a hard industry to break into. According to Cornell University, 60% of restaurants fail within the first three years of operation. In order to help you prepare a successful business in the restaurant industry, here is the list of requirements:

1. You and your business partners will create an original restaurant. Your restaurant will need to have a name and a slogan.
2. You will need to be **specific about the type of cuisine** you want to serve at your restaurant (Italian, Mexican, Mediterranean, etc.) and your menu items will need to reflect the type of cuisine you chose.
3. You will need to include **three items for each of the following categories** for a total of 12 items on your menu:
 - Appetizers
 - Soups and/or Salads
 - Entrees
 - Desserts
4. You will **create a menu**. You will name and provide a brief description for each dish on the menu. Each item must also be priced. You will want to include pictures on your menu as well. **Your menu will need to be typed with the restaurant name and slogan visible**. The menu should be visually appealing to the customer and your signature dish should be noted.
5. Each restaurant will have **one signature dish**. You will choose one dish from your menu and research it. This means you will need the recipe and list of ingredients required to re-create this dish. **You will find the prices of the ingredients and then calculate the wholesale cost**.
6. At the **Grand Opening**, you are welcome to bring in a dish from your menu, although this is optional. As with any new restaurant, food critics will be present to rate the quality of your restaurant..
7. You will present your menu to your guests at the Grand Opening. **You will take their order and calculate their total bill**.
8. You will also serve as a food critic and will analyze your competition. **You will look at the overall concept, examine the menu and the critique quality of service you received**.



Business Partners:

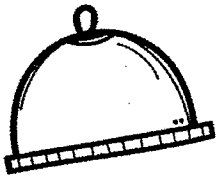
- 1.
- 2.
- 3.
- 4.

The Name of our Restaurant is...

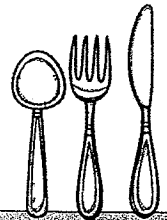
Our Slogan is...

Type of Cuisine:

Date of Grand Opening: _____

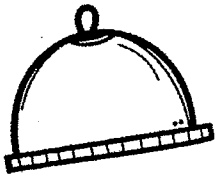


The Menu

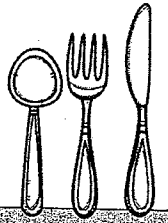


Appetizers		
Name	Description	Price
1.		
2.		
3.		

Soups and/or Salads		
Name	Description	Price
1.		
2.		
3.		



The Menu Continued



Entrees		
Name	Description	Price
1.		
2.		
3.		

Desserts		
Name	Description	Price
1.		
2.		
3.		

The Signature Dish

Take a minute to review all of the items on your menu. You will now need to pick the item that will serve as your signature dish. You will need to make note of your signature dish on your menu. Restaurants will often denote signature dishes with an asterisk (*) or symbol of some kind. The signature dish needs to be made from scratch. You will need to find the recipe, list all the ingredients, and the directions.

Our Signature Dish:

RECIPE FOR:

Ingredients:

Directions:

Serving Size:

You will use the serving size to help you determine the price you are going to charge for your dish. You will take the cost of your dish and divide it by the number of servings. You should then think about a price that is fair to charge, yet profitable for your business based on this information.

$$\text{Cost to Make Dish} \div \text{Number of Servings} = \text{Cost Per Serving}$$

The Shopping List and Cost Analysis

You will need to create a shopping list for all the ingredients your recipe requires. Prices for your ingredients can be found online. Kroger and/or Meijer may be some of places you may consider shopping at. Record the original cost of each product, Restaurants do not pay retail prices for food. Because they buy in bulk, they receive a wholesale discount. Use the Wholesale Pricing Guide below to recalculate the wholesale cost of each item.

Item Needed	Original Cost	Wholesale Cost
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
Total Cost:		
Cost Per Serving:		
Percent of Change:		
Menu Price:		

WHOLESALE PRICING GUIDE

- Meat – 20% Discount
- Dairy Products – 15% Discount
- Fruits/Vegetables – 10% Discount
- Grains – 15% Discount
- Seasonings – 20% Discount

The Dining Experience

Food critics give their opinion on their overall experience at a restaurant. You will be evaluating your competition for the restaurant you "dined" at based on your overall experience. Please rate each category by circling 1 (lowest) to 4 (highest).

Name of Restaurant: _____

Name of Server: _____

The Menu			
1. Name and Slogan are Visible :			
1	2	3	4
2. Menu is Typed and Neatly Organized:			
1	2	3	4
3. Photos are Present and Descriptions are Provided for Each Dish:			
1	2	3	4
4. Prices are Given for Each Item and Signature Dish is Noted:			
1	2	3	4
5. There are 12 Total Items on the Menu (3 for Each Category):			
1	2	3	4

The Service			
1. Your Server Introduced Themselves Appropriately:			
1	2	3	4
2. Your Server was Knowledgeable in Regards to the Menu:			
1	2	3	4
3. The Server Provided you with the Correct Total (Including Tax):			
1	2	3	4

The Tip			
8 – 14 Points	15 – 21 Points	22 – 28 Points	29 – 32 Points
10%	12%	15%	20%

The Food Bill

You will calculate the food bill as a guest for your order and as a server for your restaurant. As a guest you will order one appetizer, one soup/salad item, one entrée and one dessert. Your food bill will be taxed and the tip will be based on "The Dining Experience." The tip will reflect your overall experience at the restaurant.

Cost of Your Dining Experience:

Cost for Your Guest:

Guest Check

Guest:	Check Number:
	No. 02016
Subtotal:	
Tax:	
Tip: _____ %	
<i>Thank You</i>	Total:

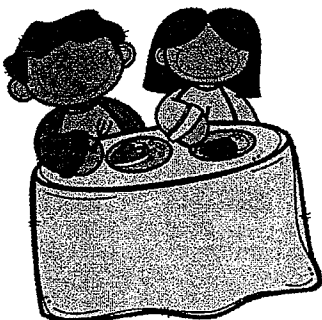
Guest Check

Guest:	Check Number:
	No. 02016
Subtotal:	
Tax:	
Tip: _____ %	
<i>Thank You</i>	Total:

The Guest			
1. Guest was polite:			
1	2	3	4
2. Guest ordered one item from each category on the menu:			
1	2	3	4
3. Guest calculated the total bill and tip correctly:			
1	2	3	4

The Restaurant Rubric

	3 points	2 points	1 point	0 points
Menu	Name of & Slogan Present. Menu was typed with descriptions for all dishes. Neatly Organized and easy to read.	Most of the items were present on the menu, although it lacked some effort and details.	Very little information was provided on the menu.	Menu was not Available.
Recipe and Grocery List	Grocery list was organized with an original price listed for each item and grand total provided. Recipe was provided with serving size.	Grocery list was mostly complete. The prices were listed and a grand total was given. Lacks clarity for the necessary ingredients. Recipe was present	Grocery list was not detailed and did not include all necessary ingredients. Not all prices provided. and/or recipe was not provided	Little to no effort was placed in the grocery list or it was not included
Wholesale Pricing	Wholesale pricing was calculated for each item on the grocery list and percent of change was calculated.	Most of the wholesale pricing was completed and the percent of change was calculated.	Very few sale ads present, lacking detail and effort. Percentage of change was not calculated.	Wholesale pricing was not completed.
Creativity	The restaurant had an original theme with a great slogan and the dishes reflected the type of cuisine chosen.	Overall, the restaurant had a nice theme and slogan, but it lacked originality.	Was difficult to understand the concept and theme of the restaurant. The items on the menu did not compliment the type of cuisine chosen.	There was no theme or originality demonstrated.
Dining Experience	Provided prompt and friendly service. Calculated the total bill and tax for the guest. Knowledgeable about the menu.	Provided decent server with menu knowledge. Was able to provide guest with a bill and calculated the text.	Did not provide excellent service. Menu knowledge was limited and redirection needed to be given to stay on task.	Refused service and/or could not conduct yourself appropriately.



____ / 15 TOTAL POINTS