

ERC

Here's an overview of the services we offer. If it's related to the restaurant industry- we know how to get it done or know someone that does. It's our connections in conjunction with our knowledge of the industry that brings the value that our clients expect.

ERC offers a FREE 30-minute telephone consultation to any food service professional. No obligations, and this is NOT a 30-minute sales pitch. This is 30 minutes of FREE help to talk about YOUR business, not ours. Just contact us and set up your time.

Identifying the Metrics That Most Affect Your Restaurant Business

Good Business Is Built on Good Data.

PRIME COST METRICS

Prime Cost Weekly is MUCH Better Than Monthly.

If you're serious about controlling your costs and maximizing your profitability, take the time to calculate and track your prime cost each week. Weekly prime cost reporting will go a long way toward helping you better manage these costs and result in a measurable and material boost to your bottom line.

Prime cost is one of the most telling numbers on any restaurant's profit and-loss statement. Prime cost is arrived at by adding cost of sales and payroll costs. Prime cost reflects those costs that are generally the most volatile and deserve the most attention from a control standpoint. It's very easy to lose money due to lax or nonexistent controls in the areas of food, beverage and payroll. Many successful restaurants calculate and evaluate their prime cost at the end of each week. When looking at a restaurant's overall cost structure, prime cost can be very meaningful, particularly in cost of sales and payroll cost. Some restaurants, such as steak and seafood restaurants, may carry very high food cost and yet be extremely profitable.

Restaurant Observation Evaluation

"Money Back Guarantee"

The "Restaurant Observation Evaluation " report is so effective that we offer it with our "ERC Money Back Guarantee" when you implement our recommendations within 6 months we guarantee that you will make or save more than the cost of this Restaurant Observation Evaluation or we'll gladly refund your money.

A Restaurant Observation Evaluation is a review of your business' overall operations to determine what systems need to be implemented to improve efficiencies, including inventory controls, waste sheets, other systems, and more.

The Restaurant Observation Evaluation review is generally conducted over a three-day period, during peak and off-peak meal periods. The consultation is followed by a written report detailing our experience and would include a list of primary observations and recommendations of ways to increase sales, decrease costs, and improve both the customer service level and organizational structure. The written report would be sent within 10 to 14 days of the visit.

In order to complete this project, we will spend three days on-site with the balance of our time spent in our offices, analyzing the information, documenting our findings, and making recommendations on how to make your operation more organized, efficient and profitable.

ERC Restaurant Observation Evaluation includes the following:

- Profit & Loss, financial review of client provided documents
- Food cost analysis, prime cost evaluation & reduction recommendations from provided financial documents

- Menu evaluation including item placement, design and functionality, costing & profitability
- Marketing, market position and branding, signage analysis
- Food cost analysis & reduction recommendations from provided financial documents
- Operating systems including accounting, scheduling, inventories, purchasing
- Training evaluation and systems
- Labor, productivity, scheduling evaluation and recommendations
- Physical property review
- Beverage cost analysis from client provided financial documents
- Controllable cost review
- Inventory controls
- Sales driving Strategies
- Local competition review
- Buying, vendor relationships and cost controls
- Standardization of systems and processes
- Recommended Action Plan
- Any other item requested by you

Restaurant Observation Evaluation Process

We Explore Identify Needs

We will meet with you to discuss your greatest challenges and your most immediate needs. We understand that each business has its own needs and to be approached as a unique entity. We want to know what your needs and visions are and understand them fully so that we can move forward efficiently with a decisive game plan.

We Evaluate Analyze and Strategize Solutions

After determining your “Greatest Challenges and Needs” and identifying your “Opportunities for Greatness” we will design a plan catered to your businesses unique needs and outline a strategy prioritizing the necessary steps that enables us to achieve your goals decisively and efficiently.

We Execute Implement Solutions

This is the stage where we move from design and development to feet on the ground. Here is where we take all the deliverables and make them reality. Cost and executional systems will be implemented, recipes and plating designed and put into action. This is where your vision starts to take shape and your challenges become “Opportunities for Greatness”.

We Drive Enterprise Value

VIRTUAL P & L MANAGEMENT.

Virtual Profit & Loss Diagnostics (Free confidential)

The purpose of our free Virtual Profit & Loss Diagnostics is for you to get a second professional opinion of your restaurant company operations and financial well-being. The restaurant industry is unique and difficult that leaves very few restaurants operating at their best. We have operational & financial restaurant industry

experience within our management team and would like to help you reach the true profit potential and be successful.

Profit and Loss Statement Analysis helps your business determine sales targets based on occupancy and labor costs, as well as identify opportunities to increase sales and reduce operating expenses.

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PROFIT & LOSS ANALYSIS

We can bet you're leaving money on the table and we will help you find it. All restaurants should provide an outstanding profit and an attractive return on investment. If you are struggling achieving these, let us conduct a Profit and Loss Diagnostics Review for you.

What do we look at? Food Cost, Beverage Cost, Labor Cost, All Supply Cost Categories, Training Cost, Utilities and Other Controllable Cost. We also look at your non-controllable. Rent, Insurance etc.

Often, we are asked to review the client's Profit and Loss statements. What we usually uncover are major problems with food, beverage and labor costs as well as other expenses you are incurring. At ERC, we take a comprehensive approach to reviewing financial documents. The numbers tell us a story so that as we dig deeper, we can uncover where the problems are and develop a plan to fix them. We also offer a FREE virtual P & L diagnostic on our website of your financials so that you can decide if taking the step into hiring a consultant is right for you and your business.

"Prime Cost" reflects expenses where operators have the highest exposure for losses and the greatest opportunities to impact profitability in the short term.

"Controllable Profit" is a good indicator of how well management is managing. There is generally a direct correlation between management's operating abilities and "Controllable Profit".

It all starts knowledge and coaching to inspire and educate restaurant owners to reduce costs and make life easier by setting up systems and controls and analyzing data. ERC is the partner you've been looking for to help you realize your vision and we have a proven step-by-step process that can guarantee the success of just about any project you have in mind.

BREAKEVEN ANALYSIS

Knowing your restaurant's sales break-even point is one of the most important insights an operator can have. Break-even awareness enables operators to know if it's even possible for their restaurant to be operating profitably by just knowing weekly or month sales volume.

RESTAURANT ANALYTICS

"Restaurant analytics" is the art of analyzing all that raw data into simple to use insights that you can use to make better decisions for your business. It can tell you which of your staff is best at delighting your guests, best at selling wine and driving higher ticket averages; which menu items are most popular with your repeat customers and when it's safe to raise prices.

Every small business owner needs to look at the business reports daily, weekly and monthly on a regular basis to stay up-to-date with how their business is performing. You need to understand what key performance metrics to look at in those reports.

Ask yourself am I using my metrics to make my restaurant more efficient and profitable?

ERC METRICS SOFTWARE TECHNOLOGY

Customized for you with Accurate and Actionable Data that Gives You Insights You Can Use to Increase Revenue, Increase Profits, Decrease Expense and Never Miss your Target Food or Beverage Cost Again! A restaurant's prime cost is the sum of all of its labor costs (salaried, hourly, benefits, etc.) and its COGS. Prime cost is an important metric because it represents the bulk of a restaurant's controllable expenses. While you can't control fixed rent costs on a weekly or monthly basis, for instance, you can find ways to decrease prime costs by managing labor carefully. Thus, a restaurant's prime costs represent the primary area a restaurant owner can optimize in order to decrease costs and increase profit.

RESTAURANT OPERATING SYSTEMS

Food safety, inventory control, menu management, security, sanitation, cash management, hiring, onboarding, training and more! No matter if you have one restaurant or one hundred- you have to have systems and controls in place to be successful long-term. At ERC, we customize systems that will work in your restaurant.

Quality Systems are the key to any High Profit High Performance Restaurant Business. Your Success in the restaurant business is directly related to how well you "Manage Systems and Develop People." Better Data Equals Better Decisions

Without good systems, restaurants are unorganized, produce inconsistent results and the owner functions most of the time as another employee, not an owner. Examples of restaurant systems include the use of checklists for opening, closing and cleaning, written steps for selecting and hiring new employees, using standard recipes in the kitchen and having procedures for handling guest complaints, ordering products and doing a physical inventory.

There are several reasons why systems are so important in a restaurant. First and foremost, systems give you a much better shot at providing consistent dining experiences to your guests. Why do people come back to any restaurant? It's usually because they liked what they had the last time they visited. When they return and either the food or service isn't as good, they notice, and with so many other dining choices available, they often don't return.

RECIPE AND MENU COSTING

We understand the art of competitive menu pricing and we know how to get customers to spend the way you want them to. We can help you increase your average check through menu engineering, recipe development and strategic pricing

How much should I charge for that menu item, Is that menu item profitable, what impact are my product costs having? Be More Profitable!

CHEF INSPIRED MENU DEVELOPMENT

We will review your current menu along with any competitor's menus, with consideration to your current market and product availability. We will make suggestions for updating items and deleting items. We will bring some new ideas to the plate and our focus will always be on creating a profitable menu.

MENU ENGINEERING

What is meant by menu engineering?

Menu engineering is the study of the profitability and popularity of menu items and how these two factors influence the placement of these items on a menu. The goal is simple: to increase profitability per guest.

How to raise profitability by 15% or more. A well-executed menu requires an appropriate balance in terms of price, variety and “Wow!” factor. Through our menu engineering efforts, we help you craft a diverse menu that features the right proportion of high and low cost food items, as well as an equilibrium between trend-forward and classic dishes.

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Additionally, through careful menu development, design, layout and product placement, we help you control customer ordering behavior, increasing orders for dishes with the highest profit margins.

Getting the most sales and profits out of your menu is a process that has no less than six steps to completion. At ERC, we can help with every area of menu development.

In addition to menu engineering and development, our team of restaurant consultants offers recipe development services for both national and international clients.

Drawing on our industry experience, we help restaurants develop delicious, trend-savvy and cost-efficient recipes that become the backbone of their future success.

MARKETING SOCIAL MEDIA

Breakthrough marketing that brings in more guests and drives increased average check is vital to a restaurant’s success.

We are experts in marketing on a local store level and know how to link marketing and operations to build your business.

ERC has a suite of social media tools and services to keep you engaged with your current and potential customers.

We will edit your existing pages so that you can maximize the potential of both LinkedIn & Facebook as well as & Instagram in building your brand. If you have not yet created profiles on these powerful networking sites, we can do it for you.

ERC BRAND AUDITS

Helping Restaurant Operators Minimize Risk, Exposure, Increase Business Operation Standards, and Protect Their Brands

Increasing operating standards through the following services:

- **Food Safety Audits:** On-site food safety audits and practices, training and reporting that help increase food safety improvements.
- **Brand Audit:** Measures and monitors unique brand elements, such as brand presentation, quality and service at each location based upon your brands matrix or we can create our own measurements

- **Guest Experience Audit:** On-site evaluations of client determined metrics that help drive improved guest satisfaction and repeatability.

FRANCHISING

Looking to franchise? We can help you determine if you're ready for franchising and then help you build all the components of your franchise company. Own a franchise company and looking for help? Let us help identify solutions for success put the systems in place to grow your brand. Want to know which franchise to buy? ERC can align you with the brands that makes sense for you and your lifestyle.

GUEST EXPERIENCE

Your guests don't just want to buy a product from you. They also want to buy an experience. So, what can you do to build them a better one? The experience must be consistent throughout single and multiple visits, and the attitude of staff is as important as the brand's atmosphere and the product offerings.

Highly satisfied guests visit more often and spend more money. So how do you get more of them?

It starts with the restaurant customer experience. Today's consumer is looking for more than the food on your menu - this is the experience economy after all! Wow them, delight them, and most importantly, keep them coming back with this insight into the mind of your guests.

SERVICE INTELLIGENCE

Service is what separates good concepts from great (profitable) restaurants. It also takes up 5 or more hours per week of restaurateurs' time and 30% of their operating budgets.

Now, perhaps more than ever, service is a great place to start if you're looking to optimize costs and grow revenue for your business. Service is simple. Simple is hard. The art of service excellence is harder to pick up than a watermelon seed on a linoleum floor. So, work at it every day.

"Good enough" never is.

GUEST RECOVERY

The truth is we never get it right 100% of the time, although that's what we strive for! As a consumer, I am most impressed with businesses that resolve the problem quickly and positively, and then even reward me for my patience. That's impressive! That leaves me with a very positive feeling and causes me to want to come back. Always compensate your customers for any problems, and in fact, go above and beyond. If you do that I can assure you this will create "Wow." Remember, every mistake or mess up is an opportunity to create "Wow," given that you're not doing it repeatedly.

MYSTERY SHOPPING

Our Mystery Shopping program can range from a simply evaluation of the usual guest experience followed by a detail report and suggestions to improve service up to a long-term commitment where Consultants constantly follow up on issues being resolved.

We also offer a total Hospitality Solutions package where we start with a simply Mystery Shopping Program but after evaluation the guest experience and operation we also take over fixing the challenges and assure business gets back on track, revenue and operational standards.

SUPPLY CHAIN/PURCHASING

Don't have time to manage your purchasing, monitor your pricing and search for new products? We do. Let us help you reduce your food and paper cost by managing your distributor and supplier relationships. Get the best price for the quality products that fit your brand.

BUSINESS INTELLIGENCE

Business Intelligence is the ability to access key information in a reliable, timely, and compelling format. This means we do all of the following and more:

What are our core KPIs?

How do we deliver our essential business reports?

How can we leverage forecasting and statistical models?

Where can we find data that will enhance what we know?

How do we ensure our data is real time and relevant?

How do we empower our users to take action?

The purpose of BI is to make our lives easier by creating smarter solutions and answering better questions. This means that we build custom solutions based on your business requirements.

Whether you need high level KPIs or deep insights into your business, we know how to discover the information you need.

MANUALS

Based on your brand and its unique procedures, we design and write training manuals, kitchen manuals, marketing manuals, policy manuals and operations manuals. That's a lot of manuals. These manuals can be moved online into integrated training solutions as well.

EVALUATIONS

Is this site viable for my brand? Is this restaurant a good investment? Which brand is trending and has the best long-term ROI? This also includes evaluations of your restaurant in specific areas such as P&L/financial health, marketing, food safety, training and other functional areas of the restaurant.

OPERATIONAL EXCELLENCE

Today's consumers are part of a social economy where one measure matters more than anything else: guest experience. Consumers elect to spend money on brands that deliver standards that matter to them. Failure to understand what delights and dissatisfies your customers will push you off the competitive cliff. ERC is the right partner to help you, you can determine the operational standards that impact your overall guest experience so your business can stay ahead of the curve as the savvy customer continues to evolve.

RESTAURANT BRANDING & BRAND DEVELOPMENT

Branding is one of the essential aspects to a restaurant's success. In today's world, it is more prudent than ever that restaurants provide their target audience with a unique and novel concept. They must carve out their niche and make their experience a memorable one. ERC excels at brand development, implementation, and positioning. We work with you to cultivate your restaurant's image and individual personality. This includes but is not limited to: food, beverage, china, glass and small wares, decor, design, furniture, location,

logo and website. It is the precise integration of these elements that will establish and position your restaurant for success. Turn your restaurant into a BRAND!!

EXIT STRATEGY

The restaurant business is tough. It takes hard work, persistence and constant watching of the details otherwise the business could go south and south really fast. And this constant pressure tends to quickly burn people out.

So, before you get into the business make sure you have a well thought through exit strategy. An exit strategy should allow you to sell the business and limit your liability when you exit.

SELLING YOUR RESTAURANT

An existing restaurant that is looking to sell can undergo financial analysis to supply proof to potential buyers that the restaurant has been financially successful in the past and will offer a healthy return on investment.

RESTAURANT POS TECHNOLOGY

In a rapidly changing restaurant landscape, there are technological resources available to food business operators today that did not exist even a year ago.

We are intimately familiar with these technological solutions for front-of-house and back-of-house operations, and can help you find the perfect option for your business.

Technology is an integral part of restaurant operations today. We provide insight on which technologies are best suited to your restaurant. We meet with POS providers, food costing software vendors, cloud reporting companies and other category leaders. Throughout the year, we look for the best technology solutions that can both increase productivity and bottom line results.

RESTAURANT BUSINESS PLANS

Writing a business plan is not an easy task. Sometimes it can be painful. Your business plan is the playbook from which your restaurant will derive from and grow. It is also the way that you will attract investors, acquire loans and lay the groundwork for your operation. You will constantly be reviewing your plan over the course of development and therefore, be able to focus your energy in the right direction. You will learn where it is most important to drive your attention and effectively apply your resources. Sometimes you just can't seem to express what you are thinking and put it on paper. We can solve this dilemma for you!

Business Plans often include:

Introduction

Executive Summary

Company Description

Market Analysis & Strategy

Production and Operation

Training

Management Personnel

Financial Statements

Cash Flow Projections

Income Statements

Pro Forma Statement

Sales Projections

ERC Offers the following:

Full Formal Business Plan Writing (for investors & banks)

Short Business plan (for internal use)

One Page Elevator Pitch: a short description of your concept and idea to pitch to potential investors.

If you need help in a particular area, we can advise you of the best course of action.

Without a well-developed restaurant business plan, even the best restaurants can fall apart. ERC can help you create a roadmap to success, focused on profit and sustainability

FOOD SAFETY EVALUATION AND SAFETY & HANDLING ANALYSIS

Restaurants are subject to health department inspection for clean environments and safe food-handling practices. To meet standards, restaurant owners must continually maintain and monitor equipment to ensure proper temperature control and sanitization of work spaces and implements. Staff members must also be educated and trained on safe food-handling practices.

Ensuring your establishment is serving safe food we review & inspect your current food handling processes and make suggestions to comply with your local health department requirements. Facility food safety compliance. Receiving & Storage, Staff food handling. Temperature Controls.

Learn how to select, handle and prepare food safely to help protect you and others from food poisoning. Prevent food poisoning by using a digital thermometer to check cooked meat, poultry and seafood for a safe internal temperature. Learn about proper food storage to prevent illness from food poisoning. Learn about produce contamination. Also learn about cleaning and storing of meats fresh fruits and vegetables properly.

RESTAURANT TURNAROUNDS

When you have a restaurant currently in operation but the sales and revenue just aren't there, we have the solutions for you. ERC uses its expertise in financials, operations, management, training, menu design and marketing to turnaround your failing restaurant. We will evaluate the operation to see where your strengths and weaknesses lie. Depending on the problems, we will determine if the brand is salvageable. If the name is too damaged, we will create a new name, logo and identity for the business. Creating a new concept, design and menu are all possible solutions.

NEW RESTAURANT DEVELOPMENT/START-UPS

Starting a new restaurant is not an easy task. Finding the right location, concept, design, menu, staff, training, and internal controls are the winning combination to a successful restaurant. You also need to have the right partners and vendors in order to make your dream into a reality. At ERC we provide you with the skills needed to set you up for success. No matter what the stage of your project, we will work with you to accomplish your goals. We will be your partner in this challenging yet, rewarding industry.

A sample of our Start-up services are below. For more information, please see our full list of services.

Business Plan Development

Budget Development

Tactical Operations Diagnostics

Market & Feasibility Analysis

Brand Development

Name

Logo

Design

Menu & Recipe Development

Architectural Design (Selection of Architect)

Front of House Design

Kitchen Design

Design & Construction Management

Revenue Control

POS selection

Purchasing and Inventory Management Systems

Training/Systems

Service Standards Development

Systems Management Development

On-Site Start Up Support

NOT LISTED?

It's difficult to list everything we do! There are many details of the business that we consult that are not on this page - just send us your need and we'll let you know if it's in our area of expertise.

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