



FULL COURSE

GROWTH CHANNELS

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WHAT'S INSIDE

005. Growing Your Restaurant
Business Smartly with
Restaurant Development

026. Growing Your Restaurant
Business Smartly with
Franchising

060. Growing Your Restaurant
Business Smartly with
Product Development



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Growing Your Restaurant Business Smartly with

RESTAURANT DEVELOPMENT

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GROWING YOUR
RESTAURANT
BUSINESS SMARTLY
WITH RESTAURANT
DEVELOPMENT

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WHAT'S INSIDE

008. How can you build your restaurant to build your brand?

016. How do you determine the right development for you?

020. Ready to Proceed?

025. Worksheet



01

HOW CAN YOU BUILD YOUR RESTAURANT TO BUILD YOUR BRAND?

We create growth strategies for brands across multiple formats, allowing maximum flexibility for any expansion opportunity.

*There right way is
the way that makes
sense to you.*



Opportunities for growth come in all shapes and sizes, so we help you build out a number of ways to expand your restaurant brand.

We focus on non-traditional models for placement in locations such as airports, military bases, universities and schools, stadiums & arenas.



We regularly bid on and secure locations in these high-volume, high-visibility areas to drive revenue and brand awareness in the marketplace.



*Have a new idea?
Let's test it!*

We also innovate with custom formats such as delivery-only with ghost kitchens, to test new menus or bring awareness to new markets.

Often we develop plans for satellite locations with centralized commissary kitchens, reducing occupancy cost and maximizing marketplace footprint. We even work with developers of kiosks, pre-fabricated or modular buildings, pop-up limited edition locations, and even food trucks.





02 HOW DO YOU
KNOW WHAT
DEVELOPMENT
OPPORTUNITIES
FIT YOU BEST?

Make a list ...

1. *Assess the build out cost, from design the Grand opening.*
2. *Analyze the location for nearby customer demographics, fit to your customer base, and location of customers during the relevant daypart segments.*
3. *Develop sales projection for worst, normal and best case scenarios, including any seasonality.*
4. *Calculate the ongoing occupancy cost (rent, CAM, insurance, utilities) as a percent of the three projected sales scenarios; it should not exceed 10% of sales.*



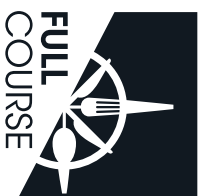


03 READY TO PROCEED?

*A few tips to ensure
it's a winner*

01. Use an architect or designer to shape the interior dining room and a kitchen specialist to review the flow of the kitchen, including adequate electrical and plumbing.
02. Design the restaurant for durable, cost-efficient construction, choosing materials that wear well and show well inside and out.
03. Create at least 1/3 of the kitchen with movable “flex space”—counters and carts that can be moved around for large scale projects, catering and off-site or after-hours events.
04. Maximize storage spaces—up high and on walls.
05. Have a plan for your Grand Opening that starts 30 days prior and focus on seeding the local market with B2B sampling, giveaways and more.





GROWING YOUR
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BUSINESS SMARTLY
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Assess the build out cost, from design to the Grand Opening.

Analyze the location for nearby customer demographics, fit to your customer base, and location of customers during the relevant daypart segments.

Develop sales projection for worst, normal and best case scenarios, including any seasonality.

Calculate the ongoing occupancy cost (rent, CAM, insurance, utilities) as a percent of the three projected sales scenarios; it should not exceed 10% of sales.

Hire an architect or designer to shape the interior dining room.

Hire a kitchen specialist to review the flow of the kitchen, including adequate electrical and plumbing.

Design the restaurant for durable, cost-efficient construction, choosing materials that wear well and show well inside and out.

Create at least 1/3 of the kitchen with movable “flex space”—counters and carts that can be moved around for large scale projects, catering and off-site or after-hours events.

Maximize storage spaces—up high and on walls.

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RESTAURANT
DEVELOPMENT

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Step-By-Step Process

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GROWING YOUR
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Growing Your Restaurant Business Smartly with

FRANCHISING

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WHAT'S INSIDE

029. When is the right time to Franchise?

033. What are your long term goals for your business?

037. Are you already making a profit?

041. Are your operations documented?

045. Is your brand differentiated easily defined & unique?

049. Have you considered the cost of being a franchisor?

053. Are you okay with letting go of some control?

059. Worksheet



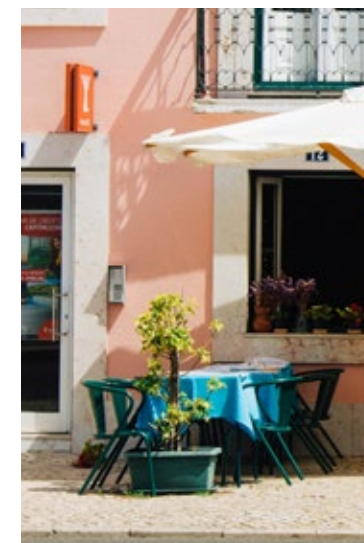
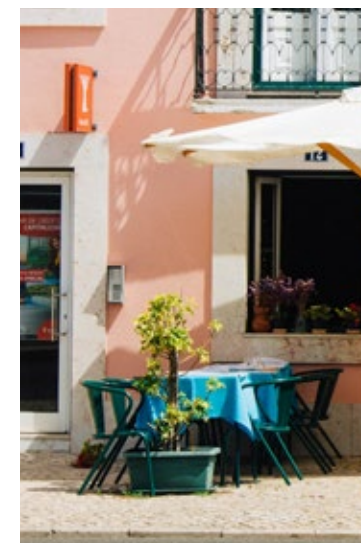
01 WHEN IS THE RIGHT TIME TO FRANCHISE?



Ask Yourself ...

*Is Franchising the right solution
for growth for you?*

Is it the right time to Franchise?



On the next few pages are
six questions to consider
before you decide ...



02 WHAT ARE YOUR LONG TERM GOALS FOR YOUR BUSINESS?

Often the real objective is either “to grow my business” or “to make more money.”



While Franchising can be a viable solution for growth or added revenues, it isn't the only way to grow.



Franchising is about long-term relationships and requires the client to stay incredibly involved.

(Candidly) For those looking for an exit strategy, “passive income,” or a bump in revenue, Franchising is not always the best option.



03 ARE YOU ALREADY MAKING A PROFIT?

It's difficult to sell
anything that isn't
truly profitable.

obviously. Too often, the profit
margin of a closely-held business is
underreported because it does not
operate under "clean books."



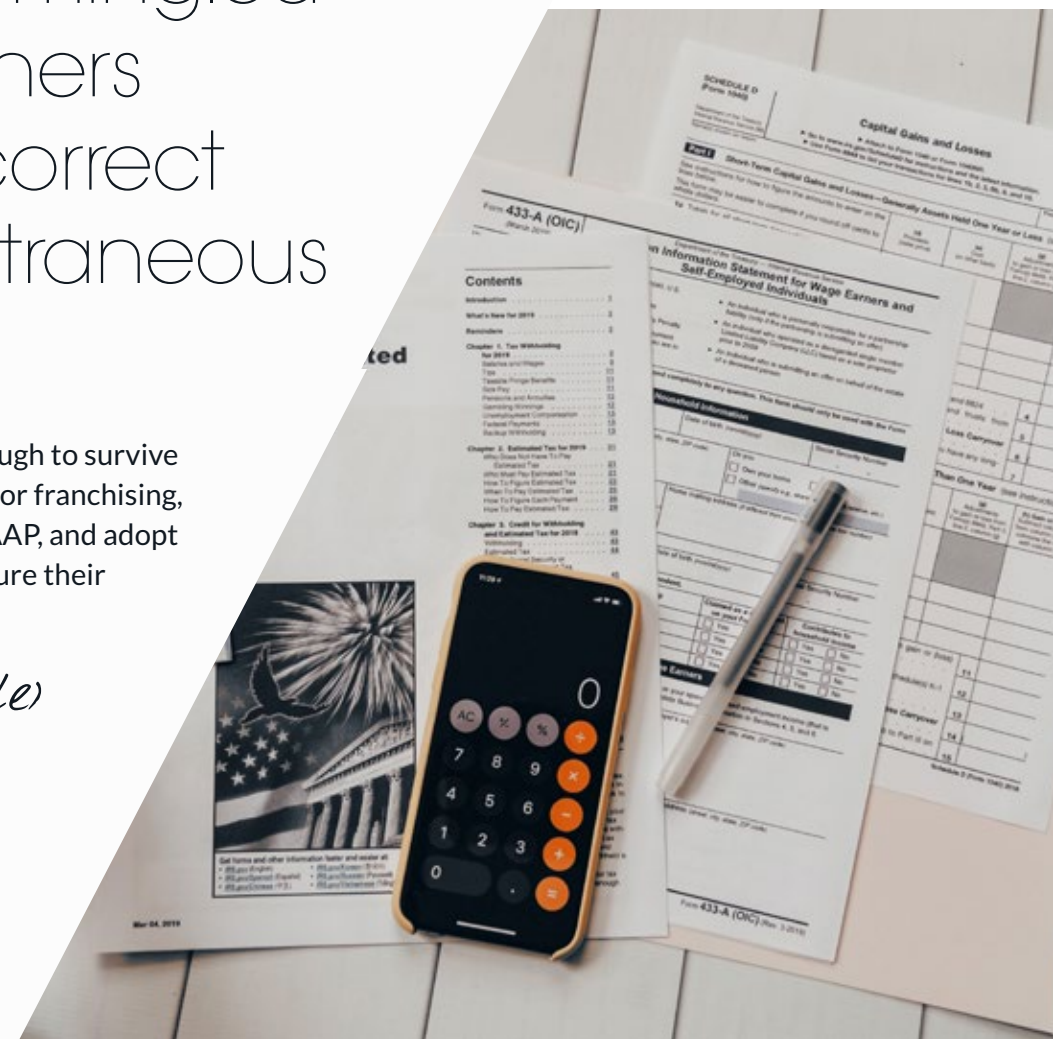
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*Your books
should be as clean
as your kitchen.*

Clean books are
financial records that
are free of co-mingled
expenses, owners
on payroll, incorrect
inventories, extraneous
spend, etc.

The financial records must be clean enough to survive
the scrutiny of an audit. In preparation for franchising,
clients should scrub their books, use GAAP, and adopt
professional accounting services to ensure their
financial metrics are clearly reported.

(We can recommend people)



40



Copy



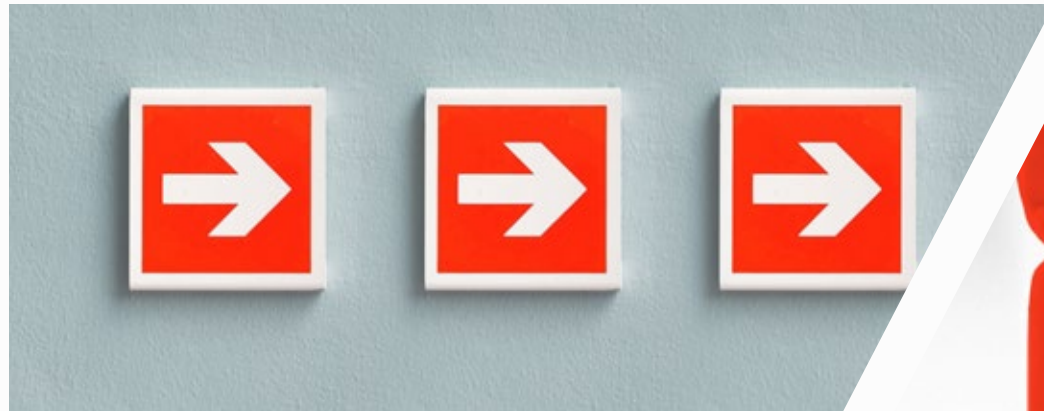
Paste



Repeat

04 ARE YOUR
OPERATIONS
DOCUMENTED?

Do you have manuals,
operating procedures, and
systems in place to run the
business without you?



Without a roadmap, manual or instructions, you can't consistently teach others. Becoming a franchisor means a formalized System will be in place for franchisees, and training is a necessary component.



*Documentation of
processes, procedures
and policies for the
organization is often
the bulk of the work in
preparing to franchise.*

You must be able to copy, paste, repeat the
entire business for growth in a Franchise.

If you see the word "coffee" in a green circle, you know exactly who we're talking about (and they don't even use this version of the logo anymore).



05 IS YOUR BRAND DIFFERENTIATED, EASILY DEFINED, & UNIQUE?

The brand name,
logo, identity, voice
& execution should
be clearly defined.

The scope of the use of the brand must be fully
considered, from marketing materials to interior décor.
And eventually, any client on a path to franchising in the
US will eventually need to secure a Federal Trademark
Registration.



*This brand has a clearly
recognizable visual identity,
through the consistent use of
shape, color and typography.*



Have you considered ...

06 THE COST
OF BEING
FRANCHISOR?



Great Franchisors
devote time, money
and energy to drive
the success of their
entire system.

The costs are greater than just the initial expense of setup and legal costs. Franchisees will need your time, expertise and support in many areas.

These areas include:

Real estate

Construction design

Marketing materials

PR

Daily operations

Training

*Franchisors must regularly
police their franchisees and
ensure compliance, quality
and consistency.*





And last but not least...

07 ARE YOU OK WITH LETTING GO OF SOME CONTROL?

If these questions give
your client pause—
never fear, Franchising
is a wonderful growth
solution, but it is not the
only solution out there.



The truth is, there are several other
options for driving growth and
revenues, which can even be used
in conjunction with Franchising.

For example, in restaurants, we frequently work with owners to add new revenue streams by turning their proprietary recipes into manufactured products, which they can sell both in their business and in grocery stores as consumer packaged goods.

*Check out our Product Development eBook.
Visit fullcourse.com/product-development.*

Adding multiple revenue streams diversifies income and stabilizes revenue for your business.

This has never been more important, at a time when for many businesses, traditional sales are down because of COVID. For many, adding multiple other sources of revenue is a viable way to grow their revenues while working towards a longer-term goal of developing a Franchising Program.



Step-By-Step Process

Enroll in our Franchising classes and get all the tools you need to *smartly* grow your restaurant business.

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007. Are you okay with letting go of some control?

FRANCHISING

Growing Your Restaurant Business Smartly with

PRODUCT DEVELOPMENT

060



061

WHAT'S INSIDE

GROWING YOUR
RESTAURANT
BUSINESS SMARTLY
WITH **PRODUCT
DEVELOPMENT**

005. What Should You Consider
For Mass Production And Retail?

009. What Does It Cost You Now
To Make It?

013. Estimate Demand &
Minimum Line Run

017. Solicit Bids And Pricing

020. Worksheet

062



01 WHAT SHOULD
YOU CONSIDER
FOR RETAIL?

Ask Yourself ...

What's the most popular dish in the restaurant?

or

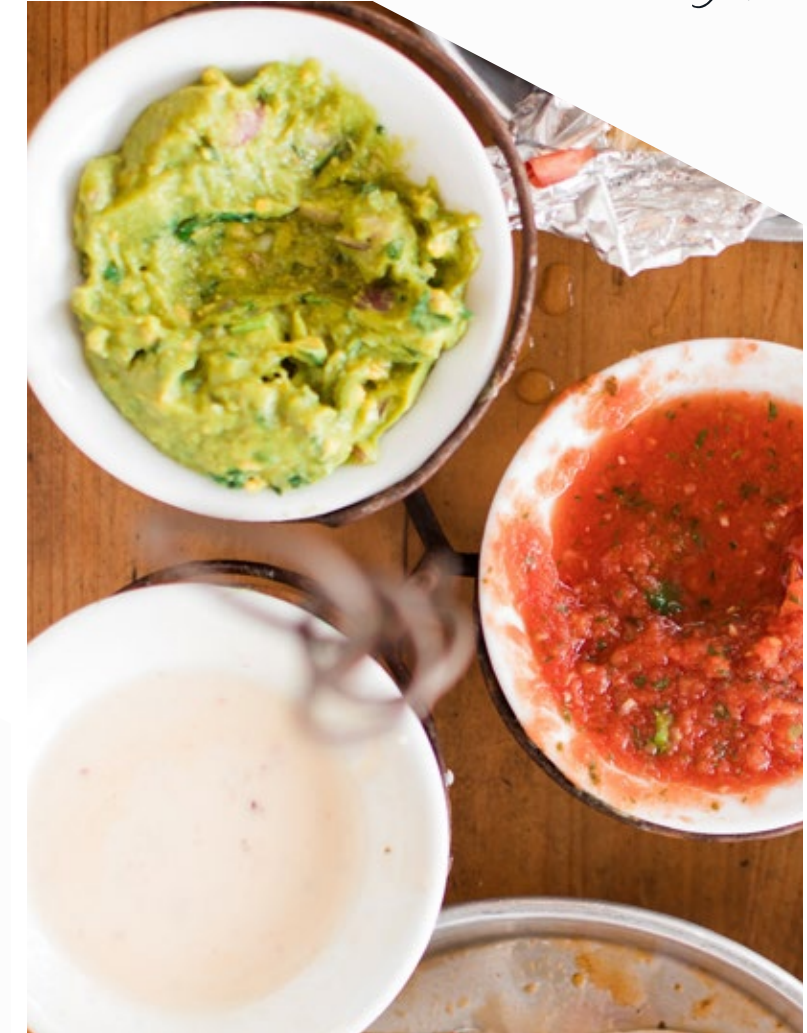
What dish are you "known for"?

065



What menu item(s) are you always running out of? *Is the answer right in front of you?*

What makes it special? *Is it the sauce, or seasonings?*



066



02 WHAT DOES IT
COST YOU TO
MAKE IT?

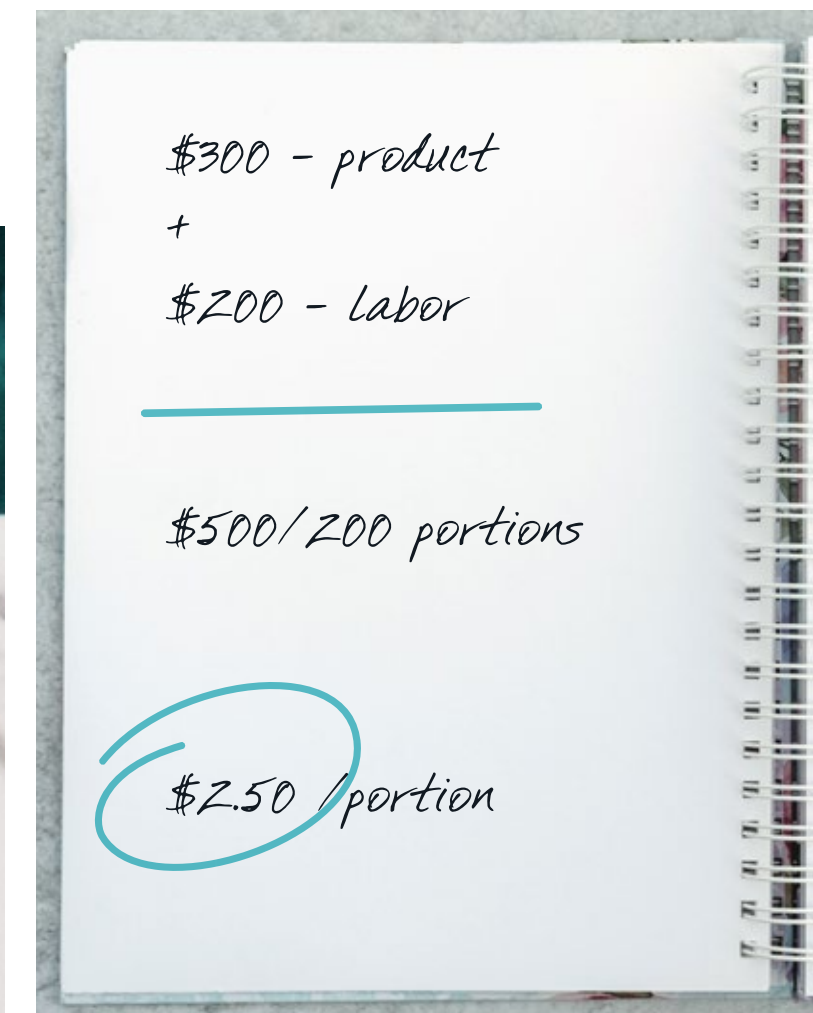


069 Use your recipe to
develop the cost
for the batch.

Test the yield.
*Did you have
leftover product?*
*What could it be
used for?*



Add the cost of the
labor to make it.



Divide batch cost
by yield to get per
unit cost.



03 ESTIMATE
DEMAND &
MINIMUM
LINE RUN

Estimate the
shelf-stability
time period.



073

In that time period:



*How much
of it do you
use in the
restaurant?*

*How much of it
could you sell in
the restaurant?*



*How much could you sell
in new sales channels:*

Upsell a delivery order

Mail order

Retail



074



04 SOLICIT BIDS
AND PRICING

Draft a Specifications (Spec)
Sheet



077

Include:

- *Packaging output specifications*
- *Basic recipe*
- *Volume estimate*
- *List any certifications or requirements*

(KOSHER, HALAL, GF, VEGAN, ETC.)

Solicit Bids for:

Manufacture

Warehousing/Storage

Distribution



078



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PRODUCT
DEVELOPMENT

001. What should you mass produce for retail?

002. What is the minimum run line?

003. What does it cost to make it?

004. What does it cost to package and distribute it?