

# A Comprehensive Guide to Starting a Restaurant WORKSHOP SERIES

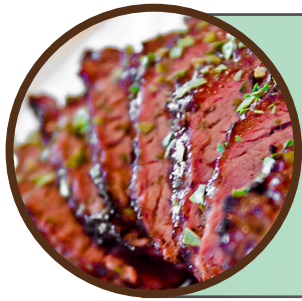
SMALL  
BUSINESS  
\*CENTER\*



## Establishing Your Restaurant Concept and Writing a Business Plan Friday, January 30, from 9:30-11 a.m.

*Presented by Brian Margulis, principal and partner of Creative Hospitality Associates and Lema Khorshid, founding partners at Fuksa Khorshid, LLC*

The first step in pursuing your dream of opening a food establishment is to write a business plan. This workshop will discuss the basics of writing a business plan, including how to clearly define your concept, how to develop your menu and pricing, and what financial information to include.



## Protecting Your Restaurant: Legal Considerations Friday, February 27, 9:30-11 a.m.

*Presented by Lema Khorshid*

This presentation will first explore different sources to fund your business venture and teach you some basic principles of how to protect yourself in the claws of litigation. We will also discuss intellectual property laws and provide practical approaches on how to implement a solid intellectual property plan. Finally, we will look at important employment laws as well as review restaurant space lease agreements to help demystify confusing legalese and provide tips for finding the best restaurant location.



## Creating an Enticing and Effective Menu Friday, March 20, from 9:30-11 a.m.

*Presented by Nick Sarillo, founder and CEO of Nick's Pizza & Pub, and Lema Khorshid*

Your restaurant will only be successful if you serve menu items that your consumers demand. This workshop will look at recent trends in the food-service business to help you find and create "unforgettable" menu items. We will also discuss cost-effective pricing and management strategies that will help to ensure you make a profit. Finally, we will review liquor licenses and discuss the benefits and obligations of serving alcohol in your restaurant.



## Securing Adequate Restaurant Financing Friday, April 10, from 9:30-11 a.m.

*Presented by Peter Kim, vice president of Business Banking at US Bank, and Lema Khorshid*

Finding enough financing for a new restaurant can be a major hurdle. In this workshop, we will first discuss how to estimate your start-up costs by looking at expenses like potential renovations, employee wages, marketing capital, and commercial kitchen equipment. We will then explore different sources of financing, such as personal resources, private investors, and small business loans. You will also learn about the basic loan application process, including what details to add into your business plan and how to prepare for your bank interview.



## Recording and Reporting Financial Statements & Payroll Friday, May 22, from 9:30-11 a.m.

*Presented by John Bawden, principal and co-founders of AmCheck Payroll & HR, and Lema Khorshid*

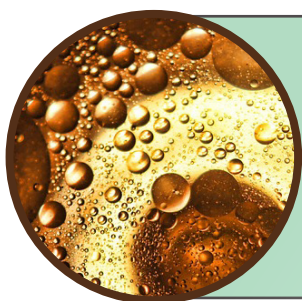
We will review important tax requirements, including how to properly report tips to the IRS, and we'll discuss penalties for late payments. This session will also cover payroll, including filing W2 forms, determining payroll taxes, enforcing employees' wage garnishes, and understanding job codes. Finally, we will discuss what qualities to look for when selecting the right restaurant accountant and payroll services provider.



## Establishing Your Brand and Growing Your Business: Marketing and PR Friday, June 26, from 9:30-11 a.m.

*Presented by Michelle Mekky, Alpaytac's senior vice president and director of its Chicago office, and Lema Khorshid*


This workshop will teach you how to develop a marketing plan and devise the best strategies to promote your restaurant. We will discuss the importance of creating a strong brand image and reinforcing it through menus, signage, interior décor, and customer service. We will also look at ways to use social media, like Facebook, Twitter, and Instagram, to promote menu items and establish brand ambassadors. Finally, we will explore traditional marketing tactics like advertising and public relations.




## Merging Food and Architecture: How to Navigate Permitting and Design Friday, July 24 from 9:30-11 a.m.

*Presented by Matt Nardella, architect and founder of Moss Design and Lema Khorshid*

The discussion will focus on the process of moving or expanding an existing or new food business. We will walk through the process from site assessment and code issues, to construction and building occupancy. In addition, we'll use project case studies to explain the important components of restaurant, cafe, and food production design and the implementation of sustainable architecture.

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