



Start Up Your Restaurant: The Definitive Guide for Anyone Who Dreams of Running Their Own Restaurant

By Priya Bala, Jayanth Narayanan

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I should open a restaurant!'

How frequently have you said that? Be it a cafe, a takeaway or a gourmet destination, the food business exerts a magnetic pull that few others do. Whether you are a food enthusiast or an entrepreneur looking for a clever business idea, the restaurant business promises adventure and endless possibilities. But creating that dream restaurant packed with happy people, which also rakes in the money, requires more than just passion - it calls for astute planning and rigorous execution.

Choosing a smart idea

Funding and finance

Picking the perfect location

Setting up the space

Hiring the right people

Getting licences

Working with vendors and ensuring quality control

Launching and marketing

Packed with great tips and fun to read, this step-by-step guide from experts Jayanth Narayanan and Priya Bala will help you navigate the restaurant business with ease and efficiency

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- Sales Rank: #1004468 in eBooks
- Published on: 2016-02-10
- Released on: 2016-02-10
- Format: Kindle eBook

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Editorial Review

About the Author

JAYANTH NARAYANAN is an entrepreneur and operates a quick service restaurant (QSR) chain, Mani's Dum Biryani, in Bengaluru. He is an engineer from BITS, Pilani and he completed his MBA from XLRI, Jamshedpur. His insights from his hands-on experience of running restaurants resulted in the launch of his blog 'The Restaurant Business in India' in 2011, and his posts continue to be a valuable source for aspiring restaurateurs. PRIYA BALA is a food writer and restaurant expert, and has edited several editions of the Times Food Guide (Bengaluru). She is also the author of Foodprints: A Trail of Meals and Memories. She consults with restaurant businesses and contributes to magazines and online sites, writing about food, travel and lifestyle.

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