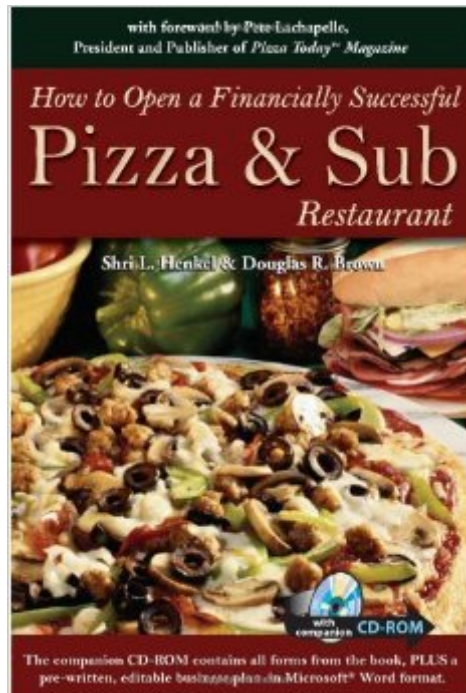


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# How To Open A Financially Successful Pizza & Sub Restaurant



## Synopsis

The explosive growth of the pizza and sub shops across the country has been phenomenal. Take a look at these stats: Americans eat approximately 100 acres of pizza each day, or about 350 slices per second. Pizza is a \$32+ billion per year industry. Pizza restaurant growth continues to outpace overall restaurant growth. Pizzerias represent 17 percent of all restaurants. Pizza accounts for more than 10 percent of all food service sales. Here is the manual you need to cash in on this highly profitable segment of the food service industry. This new book is a comprehensive and detailed study of the business side of the restaurant. This superb manual should be studied by anyone investigating the opportunities of opening a pizza or sub restaurant. It will arm you with everything you need including sample business forms, leases, and contracts; worksheets and checklists for planning, opening, and running day-to-day operations; sample menus; inventory lists; plans and layouts; and dozens of other valuable, time-saving tools of the trade that no restaurant entrepreneur should be without. While providing detailed instruction and examples, the author leads you through finding a location that will bring success, learn how to draw up a winning business plan (The companion CD-ROM has the actual pizza restaurant business plan that you can use in MS Word), basic cost-control systems, profitable menu planning, successful kitchen management, equipment layout and planning, food safety and HACCP, successful beverage management, legal concerns, sales and marketing techniques, pricing formulas, learn how to set up computer systems to save time and money, learn how to hire and keep a qualified professional staff, new IRS tip-reporting requirements, managing and training employees, generate high-profile public relations and publicity, learn low-cost internal marketing ideas, low and no-cost ways to satisfy customers and build sales, and learn how to keep bringing customers back, accounting & bookkeeping procedures, auditing, successful budgeting and profit planning development, as well as thousands of great tips and useful guidelines. The manual delivers literally hundreds of innovative ways demonstrated to streamline your business. Learn new ways to make your operation run smoother and increase performance. Shut down waste, reduce costs, and increase profits. In addition operators will appreciate this valuable resource and reference in their daily activities and as a source of ready-to-use forms, web sites, operating and cost cutting ideas, and mathematical formulas that can be easily applied to their operations. The Companion CD Rom contains all the forms in the book as well as a sample business plan you can adapt for your business. Â Â The companion CD-ROM is included with the print version of this book; however is not available for download with the electronic version.Â It may be obtained separately by contacting Atlantic Publishing Group at [sales@atlantic-pub.com](mailto:sales@atlantic-pub.com) Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over

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## Customer Reviews

This is a great book whether you really want to open a pizzeria or just want to know what goes on behind the counter. I fall into the second category - I'm always interested in how other businesses are run. The first few chapters will help you understand if owning a pizza restaurant, or indeed any kind of business, makes sense for you. It clearly lays out the skills and talents you need and the first steps to make your business successful. Read it from cover to cover. Every little detail is in here. What kind of oven should you buy? How should your menu look? Will you offer delivery? How will you evaluate employees? There are even about 70 recipes to get you started. Most people who go into the pizza business probably won't read this book. Reading it will give you a leg up on the competition. They may have good recipes and a strong work ethic, but they'll struggle with bookkeeping, marketing, and so on. Meanwhile you have the answers from this book, or you know where you get them (from resources listed in the book). It includes a companion CD-ROM that includes all the forms, worksheets, and recipes. I highly recommend it.

As a business owner who has looked closely at opening a restaurant, I find Henkel and Brown's book to be the best single-volume insight into that process. The authors take the reader from the typical but business-flawed dreams of restaurant ownership through each step of the process. Those painstaking details, which are so accurately and thoroughly presented in the book, are truly invaluable for anyone considering a career as a restaurateur. Most importantly, the authors have already conducted their readers' market analysis: by limiting their analysis to a specific type of restaurant, they provide readers with information that is specific to their concerns. The book's twenty-three chapters cover every important aspect of the process, from buying a shop, to bookkeeping, to marketing, and to dealing with the local food and health safety officials. The CD-ROM that is included with the book features an editable business plan. In short, this is a must-have for anyone even remotely considering opening a restaurant. Buy it, learn, and be successful!

Henkel and Brown seem to understand that Pizza is one of the top comfort foods of America. They tease you with recipes, teach you a history lesson that will allow you to win Final Jeopardy someday, then convince you that yes, you too could open a successful Pizza and Sub Restaurant. And, did I mention that they do it in a way that isn't belabored, or a do-it-yourself for dummies? No, they talk about everything, location, set up, menu selection, unicode and health department issues, and all the other liabilities that owning a pizza/sub shop brings mind. But, while they mention it all, they continue to tell you that you can do it, and you can be successful. The book is written to energize and motivate so that when you take the plunge and start to form your own company, not only will the pizza be great - so will your bottom line.

My son has a BS in finance and is bent toward the pizzeria business. He manages two now and liked the book. He initially said "I know all that", but I've seen him actually reading it. Progress, not perfection!

There are plenty of books on the market which cover how to open a general restaurant and a few which even address high-class establishments; but pizza and sub venues are different and need the close inspection of a subject-specific treatment. That's why *How to Open a Financially Successful Pizza & Sub Restaurant* stands out from the crowd: with its companion cd-rom of all forms in the book plus an editable business plan in Word, it offers the specifics needed to tailor a plan to such a

venue, from incorporating a wood fire stove into a structure to sales analysis and successful employee relations. A 'must' for any would-be pizza or sub shop owner or franchisee. Diane C. Donovan  
California Bookwatch

Occasionally there comes a movie, play, poem or book that one considers world-class, memorable, and a must-see or must-read. Well, this book, *How to Open a Financially Successful Pizza & Sub Restaurant*, is one rare example of a "how-to" book that is world-class and must be read. Whether you want to open a pizza restaurant, a gastropub, or just test out the collection of great recipes (pizza dough, pizza sauce, breakfast pan pizza, calzone, ravioli, Greek sandwich heroes, lemon Italian Ice, etc., etc.) this book is definitely a winner. I enjoyed it as much as for the read as for the information and advice that it imparts, and that information and advice is not at all scanty. Authors Henkel and Brown start at the beginning, with the history of pizza in the United States and the process of decision making, and cover virtually all of the bases. They discuss issues of shop purchase and set up, menu and recipe development, safety and sanitation, kitchen management, pizza delivery, and all other issues germane to establishing and operating (and ultimately selling) a pizza and sub shop. This is one incredible book!

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