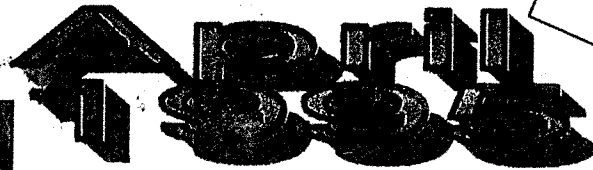
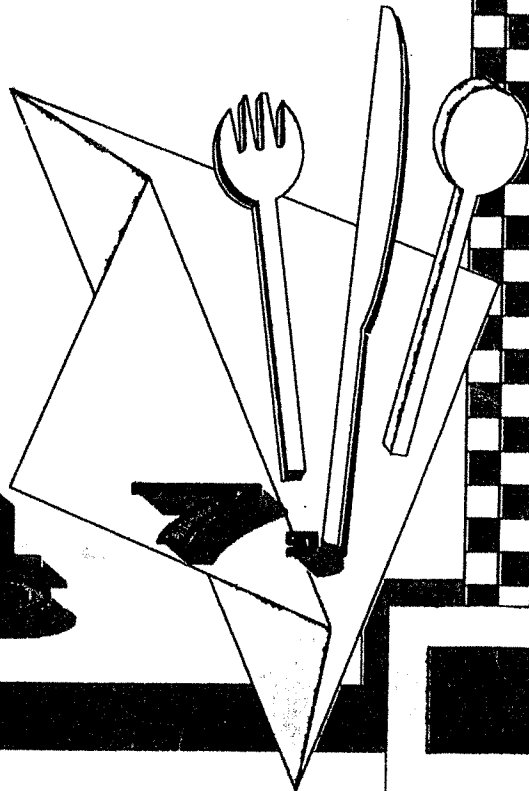


Restaurant Owner

By Craig Bernstein



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white

## Outline # 2-Restaurant owner

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6. Job Responsibilities
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A+ / A

*This was a difficult  
topic to research and  
organize.  
Overall, a good job!  
Informative.  
Great cover!*

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## Introduction

Hello! This is a career report on owning a chain of restaurants. In this report you will learn about the history of the field, and job responsibilities. You will also learn about the personal qualifications of an owner, the education requirements to be successful, and the salary. There is more that you'll learn in this report, ~~like~~ <sup>such as</sup> the equipment used, the new developments in the field, and you will read an interview I had with a successful restaurant owner, and last but not least you'll hear why I chose this topic.

Interview with Alan Bernstein  
Chairman Morton's  
Steakhouse

Q. How did you get the money to start?

A. I borrowed money from family and friends.

Q. What got you interested in this field?

A. It's a people business, and also to see my business grow.

Q. When you hired a manager and people to work for you, what did you look for?

A. I looked for attitude, and ability to communicate well with other people.

Q. At what point did you know to expand?

A. Because I had a plan for how many to build.

Q. How did you know how many waiters, busboys, chefs, and hostesses to have?

A. Depending on the size of the restaurants, and what the capacity of people it could serve.

Q. How did you decide the location of your restaurants, and how did you know what cities to put them in?

A. I decided to put my restaurants where there is a lot of population, how many cars pass by, and

then you come up with a profile.

Q. In your restaurants are there chefs just for lobster steak, and the other dishes or do you have one kind of chef for everything?

A. It depends on the concept.

Q. How do you maintain the quality of all your restaurants?

A. By hiring the right people.

Q. What is the role you play in owning your restaurants?

A. I am the chief executive.

Q. How long do you have to go to college for you to succeed in this business?

A. It depends on the person. (Not Standard)

Q. What are the requirements of being a restaurant owner?

A. To have the responsibilities, and give people opportunities.

Q. How challenging is your job?

A. My job is very challenging because I am always trying to be on the top.

Q. Do you have any partners?

A. I used to have partners, but not anymore.

Q. How do you know what to name your restaurants?

A. Either you buy a franchise, or you get people to make up names, and then I decide.

Q. Do you do any kind of advertising?

A. Yes, we have billboard signs, we are in the newspaper, charitable functions, and songs.

Q. How do people first know to go to your restaurants?

A. We have parties.

Q. If you could start all over would you stay in the same business?

A. Yes "I love it".

## Salary



Salary depends on many different factors. One of the things to consider is how many restaurants you own. Another important fact is location and whether or not you rent or own the building you have. Now you have to decide on the quality of your food, and types of dishes. Most importantly you want to give your customers a good value so they will spread the word.



## Equipment

### Major equipment

1. Cooks table
2. Microwave ovens
3. Range and Conventional oven
4. Heavy duty fryer
5. Slicing machine
6. Two door reach in refrigerator
7. Two door reach in freezer
8. Walk in cooler
9. Stainless steel work table (2)
10. Three compartment sink with drainboard

### Other equipment

1. Kitchen utensils

2. China, silverware, and glassware

3. Cash register

4. Computer and software

5. Restaurant sign

6. Chairs

7. Tables

8. Lights\lamps



## New Developments

A couple of new developments in the field are people today watch what they eat. This means the restaurant has to have fat free foods, and also foods that are not fat free. Today people also buy and look at more deserts. The owner has to either buy baked goods from a bakery or hire a chef for the restaurant. Having fat free foods today is probably a good idea to bring in a profit. The reason for this, is it gives the customer the option of choosing a diet that fits into his or her life style. If the deserts are good this will certainly be to the owners' advantage.

In many restaurants today they now use a computer device that lists all items and prices that appears on a regular menu. This is a good device to have for a restaurant where people want to go in and get out as soon as possible. The reason why this helps people get in and out quickly is because all the waiter has to do is punch in the selection and it directly goes to the kitchen. ✓

As people's taste change it is important for the owner to know what his customers will want to see on the menu.

*Good thinking.*

## The 9 Job Responsibilities



1. Good location
2. Proper equipment and supplies
3. Professional kitchen staff
4. Adequate initial financing
5. Honest bartenders
6. Experienced management and floor staff
7. No compromises on the quality of the food
8. Only quality products at the bar
9. Get money to start off

## 10 Personal Qualifications

1. You must be good when you deal with people. ✓
2. You must have good judgment. ✓
3. You must work and be a good leader at the same time. ✓
4. You must be good at setting up things. ✓
5. You must be able to overcome discouragement. ✓
6. You must be able to hire and fire people with self-confidence.
7. You can't have a temper and blame it out on others.
8. You can't be a worrier. ✓
9. You must be <sup>sin</sup>sicere. ✓
- 10 You must not use bad language.

Many of these  
qualities are  
those you  
already  
possess!  
😊

## Why I Chose This Career

I chose this career because a friend of my dad's is a very successful owner of many restaurants. After eating at one of his restaurants I became interested in how to operate and own one. It seems like a job that never gets boring. You are always around all different kinds of people which I really enjoy. Eating is something that most people love to do. Being able to make people happy will make me happy also.

Whenever I go to a restaurant I am always looking around and saying if I owned this place I would change this and keep that.

Craig -  
You'd be a  
wonderful host!  
Whatever you choose -  
you will be  
successful!  
That, I am sure 😊!

## Education Requirements

To be successful in this business, the educational requirements are not necessarily high. More importantly is the persons past experiences, on the job training, and hard work to enable a person to advance to a higher position within the company. However a college education can certainly be helpful. ✓

Some lucky restaurant owners have started from the top level of management, however most successful owners had to put in their time and effort by starting at the bottom, even as low as a dishwasher.

## History of the Field

Many changes have occurred in the food business. Some of the changes are people today take food for granted. But many years ago people ate what they could find. In the beginning of time people ate fruit, grain, meat and fish. Today we eat the same things, but we eat them in a much more sophisticated manner. Long ago people ate only what they grew but, today we eat foods that are American, and foods that are from other countries.

Over the last few years people have changed their way of eating. They are very concerned about fat and salt. So many restaurants today have special menus with low or nonfat recipes, and use little or no salt. Food seems to become popular at different times. Today pasta, chicken, and fish seem to be the trend.

Deserts were not something that people long ago made a big deal about. But today all types of restaurants seem to make deserts that look and taste very delicious. They also put a lot of time and money into deserts today. For the health conscious person deserts are made many times with nonfat products.

Today people eat different things as early settlers, and probably in the future the same will happen with the foods that we eat today.



Letter

17 Rolling Dr.  
Brookville N.Y. 11545  
March 9, 1995

The Educational Foundation of the National  
Restaurant Association Suite 1400 250 South Wacker  
Dr. Chicago IL. 60606

To whom it may concern:

I'm a sixth grade student at Jericho Middle  
School, and I have a report due in about two weeks. I  
would like some free information on how to manage a  
restaurant but if you have information on owning I  
would like that to. Thanks!

Sincerely Yours,  
*Craig Bernstein*  
Craig Bernstein

## Bibliography

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2. Petteruto, Ray How to Open and Operate a Restaurant  
New York: Van Nostrand Reinhold Company  
Pages 104, 16, 12-18, 132

3. 'Food-Sources of food'  
The World Book Encyclopedia Vol.F  
Pages 329

4. Video Cassettes  
Quantum Restaurant Group

*Alphabetize!*

## Conclusion

Well, since you now read this report and learned so much on owning restaurants, **W**hat did you think? If you liked it you should go try and find more information on this topic. If you didn't find this topic interesting, then I'm sorry.

Thanks for reading this report!

After researching  
the topic,  
how do you feel  
about this  
field as  
a future  
career  
choice?