



So, You're Thinking About Owning, Operating or Investing in a Restaurant...: How to Get Into the Restaurant Business with Eyes Wide Open

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Owning a restaurant can be one of the most fulfilling and profitable careers you can have; it can also be a nightmare if you haven't done your homework to understand the restaurant business and its complexity. The sub-title of the book is: "How to Get into the Restaurant Business with Your Eyes Wide Open". This book by Restaurant Startup & Growth, a monthly magazine, and Restaurantowner.com, a 24/7 website, helps inform you of how to make a success of your entry into the world of restaurant ownership and operations. It focuses on the things you need to know before investing your money. Complete with details on rules of the road financial numbers, business plans, realistic financial projections, how to find capital, what legal structures you need, how to select the correct advisors, why restaurants fail and a wide variety of information that you need before committing money to any restaurant project. This is not a "how to start a restaurant book" but a publication of "how-to" prepare to get into a business that is one of the toughest businesses in the world. It provides insights and information you just will not find elsewhere. This book comes with a free 12-month subscription to Restaurant Startup & Growth magazine. Each issue contains information that's critical to opening and growing a new independent restaurant.

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