

# Consulting Services

Thrive in the NEW Economy





# Two Valuable Services

Turn-Key Restaurant Creation

Restaurant Turn-Around Service

# How Does It Work

## **We begin with a Two Part FREE Consultation**

- 30-Minute Phone Conversation
- 1 Hour Meeting and Walk-Through at YOUR Restaurant

## **To Discover**

- The Goals of YOUR Business
- How The Food Guru can help YOU achieve YOUR Goals
- If The Food Guru is the right fit for YOU

# The Turn-Around

We can move mountains in 30-90 Days

## **The Plan**

We will discuss the “Strengths and Weaknesses” of your business

We will work together to create a plan to improve your business

We will work with you and your key people to bring the plan to life

*The Food Guru is the Master of Restaurant Turn Around*

# The Food Guru

will help YOU build a professional Restaurant System  
that is tailor made for YOUR Restaurant

A SYSTEM that will

Allow YOU to Manage YOUR Managers

Allow YOUR Managers to Manage the Staff

Give the Staff the Answers, so they can do their job 100%

# The Big Picture

**Tweak The Concept** – So it works in perfectly in YOUR market

**Sharpen The Business Plan** – Based on reality, not fiction

**Focus The Marketing Plan** – You must know WHO our customers are and be able to communicate directly to them without advertising

**Build a Solid Ground Game** – Maximize your sales by improving the selling that happens at your tables



# Five Basic Fundamentals

Manage the Restaurant Like a Business

Build a Winning Team

Deliver the Customer Promise

Maximize Sales

Control Costs

# Turn Around Services

Owner & Manager Training

Concept Re-Development

Design Enhancement

Menu Development

Menu Engineering

Staff Training

Standards & Policy Manuals

Staff Checklists

Sales Building

Marketing Analysis

Air Campaign Marketing

Ground Game Performance

Cost Analysis

Cost Reduction Strategy

Prime Vendor Review

Profit Building Strategy

# Turn Key Restaurant Services

The Food Guru can build a Turn-Key Restaurant for YOU

Concept Creation  
Restaurant Design  
Menu Development  
Site Selection  
Lease Negotiation  
Contractor Negotiation  
Business Plan  
Feasibility Study  
Marketing Plan  
Demographic Study  
A-Z Project Checklists  
Systems Creations  
Owner Training

Prime Vendor Selection  
Purchasing Standards  
Equipment Package Selection  
Marketing Plan  
Corporate Formation  
License & Permitting  
Standards & Policy Manuals  
Key Staff Selection  
Manager & Staff Training  
Staff Scheduling  
Soft Opening Assistance  
Monthly Performance Reviews

# Consulting Fees

## ***Every Food Guru Project is Unique***

We will present you with a detailed proposal that will outline the scope of work which we have discussed and agreed upon

The terms, conditions and fees for your project will be based on your specific needs and the value we bring to your business

# The FG Guarantee

If YOU are not 100% SATISFIED  
with the performance of The Food Guru

You may cancel our contract at any time  
Plain and Simple.

# Getting Started

**Pick up the phone NOW and call**

**Peter Harman  
The Food Guru**

**319.759.4252**

**Or email**

**foodguru@foodguru.com**

Sometimes you just need someone to talk to  
think of me as YOUR own personal restaurant shrink