



# **Restaurant Success by the Numbers, Second Edition: A Money-Guy's Guide to Opening the Next New Hot Spot**

*Roger Fields*

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**Restaurant Success by the Numbers, Second Edition: A Money-Guy's Guide to Opening the Next New Hot Spot** Roger Fields

**This one-stop guide to opening a restaurant from an accountant-turned-restaurateur shows aspiring proprietors how to succeed in the crucial first year and beyond.**

The majority of restaurants fail, and those that succeed happened upon that mysterious X factor, right? Wrong! Roger Fields--money-guy, restaurant owner, and restaurant consultant--shows how eateries can get past that challenging first year and keep diners coming back for more. The only restaurant start-up guide written by a certified accountant, this book gives readers an edge when making key decisions about funding, location, hiring, menu-making, number-crunching, and turning a profit--complete with sample sales forecasts and operating budgets. This updated edition also includes strategies for capitalizing on the latest food, drink, and technology trends. Opening a restaurant isn't easy, but this realistic dreamer's guide helps set the table for lasting success.



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