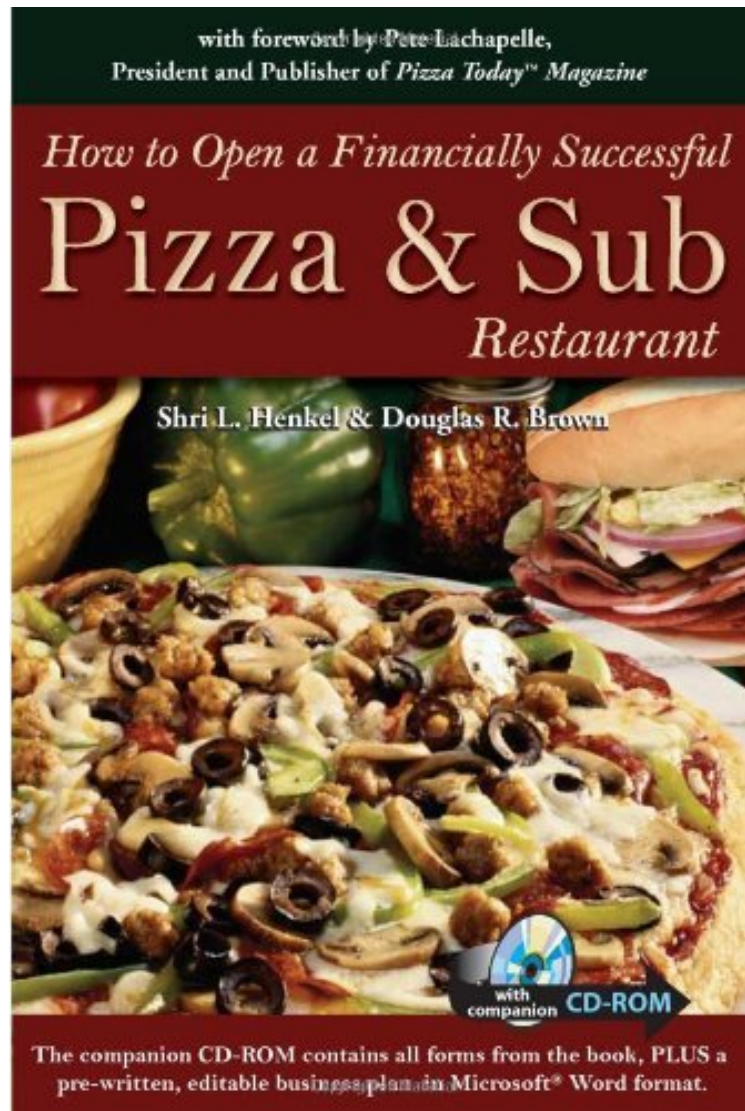


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Shri L Henkel

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Shri L Henkel : How to Open a Financially Successful Pizza Sub Restaurant before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Open a Financially Successful Pizza Sub Restaurant:

1 of 1 people found the following review helpful. One of the most reasonable bang for your buck in this topic By Tony T Covers about every topic to some level, which is great but too shallow in practical advices. Like the takeaway about organising your kitchen is to listen to your employees and let them have enough space to work and not to block each other. But some valuable advice as well. 1 of 1 people found the following review helpful. One and only By Ahmet Altan I really loved this one.. If you are on the subject and need some source book that tells about every aspect of the

business, and is written by some very competitive person, here is the book you should read. I am in business life since more than 25 years, and this book really changed my horizon. Very very successful. If you plan to go into this business, or you are currently running one, take your time, read this one. You will not regret a moment of your time spent on this book. I, hereby take the opportunity to thank and congratulate the author for this magnificent work.. very very well done.. (by the way, I am living in Turkey and I do not know the author, so do not think that I am writing to flatter him, these are my sincere thoughts) :-)) 0 of 0 people found the following review helpful. He manages two now and liked the book By BZimm 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!

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 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. 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. The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 496 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

Do you want to own a pizza shop? Then this is the book for you. Shri Henkel does a wonderful job of describing how to run a pizza shop. She provides the readers with everything from recipes to business plans to marketing advice. Use this book to open a successful shop. --Beth Dugan Food Write Eric Hoffer Awards 2007 - Winner; Florida Publishers Association 2008 President's Book Awards, Best Cover Design --Book Awards About the Author Shri Henkel is from the Shenandoah Valley of Virginia. She had a strong desire to create and write since she was young. She owns a Management and Marketing Consulting business and is a freelance writer and marketing professional. This is one of her three non-fiction books being released in 2006. Each focus on business management. One is a guide for first time managers. This book is specifically targeted to Pizza and Sub Shop managers or owners. While the third focuses on non-commercial food service management. Each will be available from Atlantic Publishing. Shri has 21 years of business management and 15 years of marketing experience. The knowledge she gained in this work was used to create helpful handbooks for business managers. These experiences include suggestions about things that work and warnings about things that do not. In addition to her non fiction work, she has 2 novels in print under her pen name, Nikki Leigh. She is working on her third and fourth novels and two novellas. Her love of the coast, history and

lighthouses is apparent in her stories. On a trip to Cape Ann with her brother, Chris, she discovered the area which is setting for a series of books. The rugged land, hard working people and rich history were too compelling to ignore. Cape Ann, Eastern Point and Gloucester, Massachusetts are the setting for her books which focus on the "Stormy View" lighthouse.