

DATE / / CONTACT

EMAIL

RESTAURANT

PHONE

A. HOW FULL IS YOUR RESTAURANT?

			\$	\$	
AVG. PARTY SIZE	TOTAL # OF TABLES	AVG. FOOD	AVG. BAR		
○	○	○	○	○	○
○	○	○	○	○	○
○	○	○	○	○	○
○	○	○	○	○	○
○	○	○	○	○	○

B. HOW MANY EMPTY TABLES?

$$\frac{260/300/360}{\text{DAYS OPEN PER WEEK}} \times \frac{\text{\$}}{\text{\# OF ADDITIONAL TURNS/EMPTY TABLES PER DAY}} = \frac{\text{ANNUAL ADDITIONAL TURNS/EMPTY TABLES}}{\text{POTENTIAL ANNUAL REVENUE}}$$

$$\frac{\text{\# OF TABLES/TURNS}}{\text{AVG. TABLE FOOD AND BAR}} = \text{POTENTIAL ANNUAL REVENUE}$$

C. CURRENT MARKETING PROGRAMS?

TYPE	COST	RETURN
___ COUPONS	\$ SS \$\$\$	_____
___ NEWSPAPER	\$ SS \$\$\$	_____
___ SPECIALS	\$ SS \$\$\$	_____
___ MAILERS	\$ SS \$\$\$	_____
___ TV	\$ SS \$\$\$	_____
___ INTERNET	\$ SS \$\$\$	_____
___ RADIO	\$ SS \$\$\$	_____
___ PHONE BOOK	\$ SS \$\$\$	_____
___ MAGAZINE	\$ SS \$\$\$	_____

___ RESTAURANT.COM ZERO _____

D. PATRON ACTIVITY!

	EXISTING TABLES	UNFILLED TABLES	TABLES FILLED BY RDC
1. APPETIZERS			
2. ENTREÉS			
3. DESSERTS			
4. TOTAL FOOD SALES BOX 1 + BOX 2 + BOX 3 (MIN. \$30.00)			
5. LESS FOOD COSTS _____% OF FOOD SALES X BOX 4			
6. GROSS FOOD REVENUE BOX 4 MINUS BOX 5			
7. PLUS NON-ALCOHOLIC BEVERAGES			
8. PLUS ALCOHOL			
9. TOTAL ALL DRINK SALES BOX 7 + BOX 8 (MIN. \$5.00)			
10. TOTAL FOOD AND DRINK REVENUE BOX 6 + BOX 9			
11. LESS MARKETING COSTS	\$\$\$	\$\$\$	\$25.00
12. TOTAL INCREMENTAL PROFIT BOX 10 MINUS BOX 11	?	(LOSS)	

ENTER IN SECTION E

E. MAXIMIZE PROFITS!

TABLES PER DAY	x	INCREMENTAL PROFIT	x	DAYS OPEN ANNUALLY	=	INCREASED PROFIT
5	x	\$ _____	x	$\frac{5}{260} \frac{6}{300} \frac{7}{360}$	=	\$ _____
_____		_____				\$ _____

A THROUGH E

MAKE SENSE?