

LOCATION 30%

<p>On a scale of 1-5 please rank each attribute of your restaurant in the "SCORE" column. 1 means your restaurant DOES NOT HAVE this. 5 means your restaurant HAS this.</p>		
#	ATTRIBUTES OF A SUCCESSFUL RESTAURANT	SCORE
1	Visibility: It is easy for guests to see your restaurant. It is located on a well known main street. The building/signage make it obvious that you are there.	
2	Accessibility: It is easy for guests to gain access to your restaurant. How, and where to enter are obvious.	
3	Parking: There is enough room for guests to park their vehicle at your restaurant. You have your own dedicated parking, and even when you are busy the parking experience will be easy.	
4	Population Base: The location of your restaurant is in an area with substantial potential customers. The population of the locality is able to support your concept and guests will not have to travel far to reach you.	
5	Competitors: You are a unique restaurant for your area. Similar competitors do not exist on your street or neighboring streets. The closest competitor is far enough away that there is no risk of them taking your potential business.	
6	Business Plan: You have a business plan for your location. You understand what rent your concept can afford. You know how much you must sell a day to pay for everything and turn a profit after costs are deducted. You have an accounting system (that generates the necessary data for taxes, p&l, cash flow, budgets...) planned in order to help you achieve these objectives.	

FOOD 20%

<p style="text-align: center;">On a scale of 1-5 please rank each attribute of your restaurant in the "SCORE" column. 1 means your restaurant DOES NOT HAVE this. 5 means your restaurant HAS this.</p>		
#	ATTRIBUTES OF A SUCCESSFUL RESTAURANT	SCORE
7	Taste: The food is fresh, clean, and delicious. It feels like it was made with attention to detail and love. When a guest eats your food bask in its deliciousness.	
8	Presentation: The food is prepared in a way that looks visually appealing to guests. It is plated with care, and when the guest receives their food they take a moment to appreciate the aesthetics of the dish.	
9	Value: The guests feels that the money spent on the food/experience is worth it, and they say to themselves " that was good, I will return here one day..."	
10	Consistency: Every time the guests returns to your restaurant they receive a consistent meal. Everything from the taste, preparation, and aesthetics can be expected to be the same.	
11	Recipe Costing: The recipes on your menu have been researched, planned, and tested to achieve a desirable food cost percentage (usually around ~30%)	
12	Offerings: Every item in the menu is there because it sells. Nothing unnecessary exists.	
13	Worksheets: There are worksheets for inventory, tracking, recipes, and all kitchen operations. These worksheets are designed to control costs and keep the restaurant profitable. The team completes these worksheets daily, and ensures the standards are met.	

SERVICE 20%

<p style="text-align: center;">On a scale of 1-5 please rank each attribute of your restaurant in the "SCORE" column. 1 means your restaurant DOES NOT HAVE this. 5 means your restaurant HAS this.</p>		
#	ATTRIBUTES OF A SUCCESSFUL RESTAURANT	SCORE
14	Attentiveness: The team at your restaurant pays close attention to the guest experience, and they are keen to deliver a quality experience before the guest has to ask for anything.	
15	Speed: The team is quick in performing their actions, tasks, and responsibilities. Before the customer asks for anything it is already done.	
16	Cleanliness: Every part of the restaurant is spotlessly clean (kitchen, dining room, restrooms, patios, parking, outside...)	
17	Communication: The communication between your team results in easier work. They communicate with each other with love and kindness. The communication between your team and the guest is clear, calm, polite, efficient, and has a "beaming" quality.	
18	Sincerity: When interacting with the team, the guest feels connected to them. They feel that they are in the right place and their best interests are being looked after.	
19	Team Pride: It is obvious that there is a sense of pride amongst your team. The team enjoys coming to work, and each team member has a personal sense of accountability for the guest experience. They help each other on tasks big and small because they understand that the success of the team means success for them.	
20	Conflict Resolution: When the guest experience is not executed as planned, the team shows compassion for the guest and a desire to change the situation. They care that the guest is happy because they like to make people happy.	
21	Expectations: The guests expectations regarding service are created before they enter/sit down in the restaurant. They understand what type of experience they chose to participate in when choosing your restaurant. They are on the same page as the team of how the experience will be delivered.	
22	First Time Execution: The team is trained so well that the execution of the guest experience is guaranteed to happen 99% of the time. The training process was created and implemented with systems designed to create this standard level of quality service.	
23	Consistency: The guest experiences the same quality of service every time they come to your restaurant. This consistency is why they return.	

DESIGN 20%

<p>On a scale of 1-5 please rank each attribute of your restaurant in the “SCORE” column. 1 means your restaurant DOES NOT HAVE this. 5 means your restaurant HAS this.</p>		
#	ATTRIBUTES OF A SUCCESSFUL RESTAURANT	SCORE
24	Acoustic: Your restaurant has a designed acoustic ambiance. The acoustic texture fits with the vibe. If it is music, then the playlist is curated and the decibel level is at a standard and appropriate level.	
25	Color Scheme: The color scheme of your restaurant (building, walls, furniture, staff uniforms, food, art) blend into the concept of your restaurant. The colors make the guest feel your intended message.	
26	Lighting: The lighting in your restaurant is designed to positively affect the guests mood. It matches your concept/brand and has been planned with intention.	
27	Temperature: The temperature of your restaurant is not too hot or cold. It is the perfect temperature for the guest to relax and enjoy their meal.	
28	Seating Comfort: The guest feels comfortable sitting at your restaurant. The chairs are the appropriate height for the tables, and the style of furniture matches the intended experience.	
29	Decor: Extra design elements (art, paintings, sculptures, poster, murals, objects, curtains, wall papers...) can go along way to making a place feel as intended. Your restaurant has an intelligent decor which matches with your concept and doesn't feel out of place.	
30	Branding: Your restaurant has a brand identity consisting of different assets (custom menu, napkins, brochures, table stands, slogans, logos...) which identify you. These elements tell your brand story and help to deliver the message you wish to convey.	
31	Food Presentation: Your food is delivered to guests with a presentation that matches your concept.	
32	Concept Appropriateness: The design of your restaurant fits your concept. The design doesn't feel cheap compared to your offerings. It also doesn't feel too fine for your offerings. The guest feels the synergy between the design and the experience.	
33	Captivating Entrance: Since the entrance to your restaurant forms the first impression your guests will have of your restaurant, it has been thoughtfully created. The combination of all the elements comes together at the entrance and makes your guest excited to continue the experience.	
34	Operations Circulation: The restaurant is designed in a way which enables the team to gracefully navigate from the front to back of house without affecting the guest experience. Guests will hardly notice the team moving around.	
35	Front & Back of House Synergy: The dining area where guests are is thoughtfully arranged according to the kitchen. If the kitchen is separated from the dining area than access to it is out of the way. If you have an open kitchen than it is organized in a way so as to maintain cleanliness, and keep noise down. Any work stations are out of the way of guests and are designed in a way that they appear organized/ out of sight.	
36	Seating Spacial Balance: The table lay out at the restaurant is not too cramped and not too open. There is enough room for guests to feel comfortable yet not too much room that it appears empty. The space fits your concept.	
37	Minimal Bad Tables: Every table in your restaurant is a quality table. A guest will be happy at every table, and every table offers a desirable experience.	
38	Restrooms: The restrooms are a good representation of how the back of house will be. A dirty restroom probably means a dirty kitchen. Your restrooms feel organized, clean, and tended too. They have enough light, and your guest feels good after leaving your restroom.	
39	Details: You have thought of every specific detail to make your guest experience the best it can be (charging outlets, art, smells, air flow, elbow room, table height, silverware...). Attention to the smallest details will carry over into every aspect of your restaurant from training to food preparation....	

MARKETING 10%

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#	ATTRIBUTES OF A SUCCESSFUL RESTAURANT	SCORE
40	<p>Review Sites: You have researched the necessary review sites to be active on according to your geographical area. You have made sure that all information (address, phone number, descriptions...) are 100% accurate and up to date. You respond quickly to all reviews with positivity no matter the review. When a guest looks at your restaurant on a review site they feel that the restaurant is interested in their well being.</p>	
41	<p>Social Media: You have an active presence on all of the necessary social media platforms which affect your area. Your posts are up to date, and intelligently pre-planned. Your brand identity is obvious after looking at your social media platforms, and when a potential guest looks at your social media they are excited about visiting you!</p>	
42	<p>Website: You have a website appropriate to your concept (custom url, google business, facebook page...) which lists all of the information your guests need to know in order to experience your restaurant. Your brand identity can be seen through your website and after viewing your website the potential guest is excited to visit you!</p>	
43	<p>Advertising/Promotion: You have an advertising/promotion budget. You have created a strategy to effectively acquire new and repeat guests. Your strategy has been researched and you don't spend money just because you think that's what your supposed to do.</p>	
44	<p>Word of Mouth: You have designed your guest experience in a way which makes it likely your guests will tell their friends about you. Due to the uniqueness of their experience they rave about you at every possible opportunity because they want their friends to have an amazing experience too!</p>	

RESULTS

CATEGORY	TOTAL	X	TOTAL (X)
LOCATION		2.25	
FOOD		1.29	
SERVICE		0.9	
DESIGN		0.56	
MARKETING		0.9	
TOTAL			

1. ADD THE TOTAL POINTS FROM EACH CATEGORY AND FILL IN THE TOTAL IN THE "TOTAL" COLUMN.
2. MULTIPLY THE CATEGORY TOTAL WITH ITS CORRESPONDING "X" MULTIPLIER AND FILL IN THE TOTAL IN THE "TOTAL (X)" COLUMN.
3. ADD ALL OF THE VALUES IN THE "TOTAL (X)" COLUMN TOGETHER AND FILL THE VALUE INTO THE BOTTOM/YELLOW "TOTAL" ROW.
4. THIS VALUE IS YOUR RANKING. FIND YOUR RANKING ON THE CHART BELOW TO UNDERSTAND ITS MEANING.

TRANSLATION

SCORE	GRADE	MEANING
202-225	A	You have a high performing restaurant. Guests rave about you to their friends and repeat visits are common.
180-202	B	Your restaurant is good, and the guest experience is memorable. There is room for improvement which will increase sales. Try to combat unavoidable problems with unique solutions.
157-180	C	Your getting lazy. Attention to detail is absent, and the quality of the guest experience is poor. You can either improve (but must be fast) or gain a reputation as a struggling restaurant. Once you have this reputation, it's hard to change it.
135-157	D	Your restaurant is not busy. It is losing money, employee turnover is high, there are many guest complaints, and no repeat guests. It might be time for a rebranding and restaurant remodel/ overhaul.
112-135	F	Your restaurant will be out of business soon. If you have the money available to change the brand identity then start from scratch and do everything right this time.