

Name: _____

Date: _____

Project Based Unit – Designing a Restaurant Brainstorming Sheet

You are opening a new restaurant. Answer these questions to guide your planning.

1. What is the overall concept of your restaurant going to be? (trendy and posh, home cooking and comfortable, limited menu but fast service?)
2. What country or region inspires your restaurant design?
3. What type of cuisine will you serve? (Italian, southern, gourmet breads and pastries?)
4. Who is your target market? (families with children, couples, people on the go?)
5. What kind of service will you offer? (full serve dining, take-out, delivery, catering, fast food?)
6. What are some dishes you plan to include on your menu? (Include at least eight selections.)



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7. Where will your restaurant be located? (free standing location, food court inside the mall, downtown venue, suburban location)

8. What will the décor of your restaurant be?

* Lighting –

* Seating –

* Flooring –

* Paint –

* Furnishings/accent pieces –

9. What will your hours of operation be? (weekdays, weekends, holidays)

10. Describe the appearance of your waiting area.

11. Will you offer live music or entertainment?

12. What names are you considering for your restaurant?

13. Will you have a logo? What will it be?

14. Describe the uniform your wait staff will wear.

15. What real estate is currently available in the area you plan to open your restaurant?

16. How much are you willing to spend on real estate? Will you buy, rent, or lease? Why?

17. How will you advertise your restaurant?

18. What daily responsibilities will you have as the owner(s)/operator(s) of a restaurant?