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By Carol Godsmark

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This book covers all aspects of the restaurant business - from initial start-up, to building up a regular trade. Running a restaurant can be a most rewarding and stimulating business - both on the personal and financial level, if you approach it with professionalism and dedication, together with imagination and flair. This book is full of up-to-date information for the aspiring or novice restaurateur, as well as those already in the business and striving to meet customer expectations. It covers: - Business and financial planning - Getting planning permission - Planning, designing and equipping the kitchen and restaurant - Dealing with environmental health officers and their required standards - Choosing a name, marketing the business and getting into guides - Planning the menu and choosing your suppliers You'll find all you need to know for the day-to-day running of the restaurant, plus tips from several experienced restaurateurs.

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Editorial Review

About the Author

Carol Godsmark is a restaurant and chef profile journalist, critic and chef, as well as being a restaurant consultant, guide book inspector and former restaurateur. She is editor of Savour, the Guild of Food Writers' magazine.

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