

Restaurant PROFIT TIPS

- ✓ Increase **Revenue**
- ✓ Reduce **Costs**
- ✓ Boost **Sales**
- ✓ Improve **Efficiency**



Essential Guide for Restaurant Owners

FREE DOWNLOAD

Restaurant Profit Tips Guide

**Increase Revenue. Reduce Costs.
Improve Margins.**

- ✓ Track daily sales, food cost %, labour cost %, and net margin weekly.
- ✓ Set target Food Cost (ideal: 30–40%) – Review supplier pricing every quarter.
- ✓ Upsell drinks, sides, desserts and promote bundle deals to increase average order value.
- ✓ Adjust menu pricing as needed to maximize profitability.



**Smart Tips to Boost Profitability
for Takeaway & Restaurant Owners**

- Simple, actionable steps to increase revenue and cut costs in your food business.

CONTROL COSTS & REDUCE WASTE

- **Reduce Food Waste – Monitor stock rotation (FIFO method).**
- **Standardise Portion Sizes – Use weighing scales to control consistency.**
- **Negotiate with Suppliers – Explore bulk buying for better pricing.**
- **Control Utility Costs – Monitor gas, electricity, and refrigeration usage.**

Example Profit Breakdown (Daily)

Category	Amount (£)
Sales Revenue	1,500
Food Cost (35%)	525
Labour Cost	350
Rent & Utilities	250
Other Expenses	150
Estimated Daily Profit	225



Practical Tips to Control Costs & Minimize Waste

- **Keep a close eye on food wastage to reduce costs.**
- ◆ **Ensure proper portion sizes to maintain profit margins.**
- ◆ **Negotiate with suppliers for better bulk pricing.**

BOOST SALES WITHOUT INCREASING COSTS

- ✓ **Create Combo Deals** – Increase perceived value while improving margins.
- ✓ **Introduce Limited-Time Specials** – Create urgency.
- ✓ **Use Social Media Promotions** – Promote best-selling dishes weekly.
- ✓ **Encourage Online Reviews** – Higher ratings = more orders.



Powerful Tactics to Increase Your Sales for Free

- ✓ **Offer attractive combo deals** to boost order value and sales.
- ✓ **Launch limited-time specials** to attract and excite customers.
- ✓ **Utilize social media and online reviews** to drive more orders.

SMART OPERATIONAL CHECKLIST

- ✓ Review Profit & Loss Statement Monthly.
- ✓ Remove Low-Margin Menu Items.
- ✓ Train Staff to Upsell Naturally.
- ✓ Track Peak Hours & Optimise Staffing.
- ✓ Build Customer Loyalty Programs.
- ✓ Plan for Seasonal Demand Changes.



Essential Steps for Efficient Restaurant Management

- ✓ Analyse financial reports regularly to understand your business performance.
- ✓ Remove underperforming menu items to maintain profitability.
- ✓ Train your team to upsell and provide excellent service.