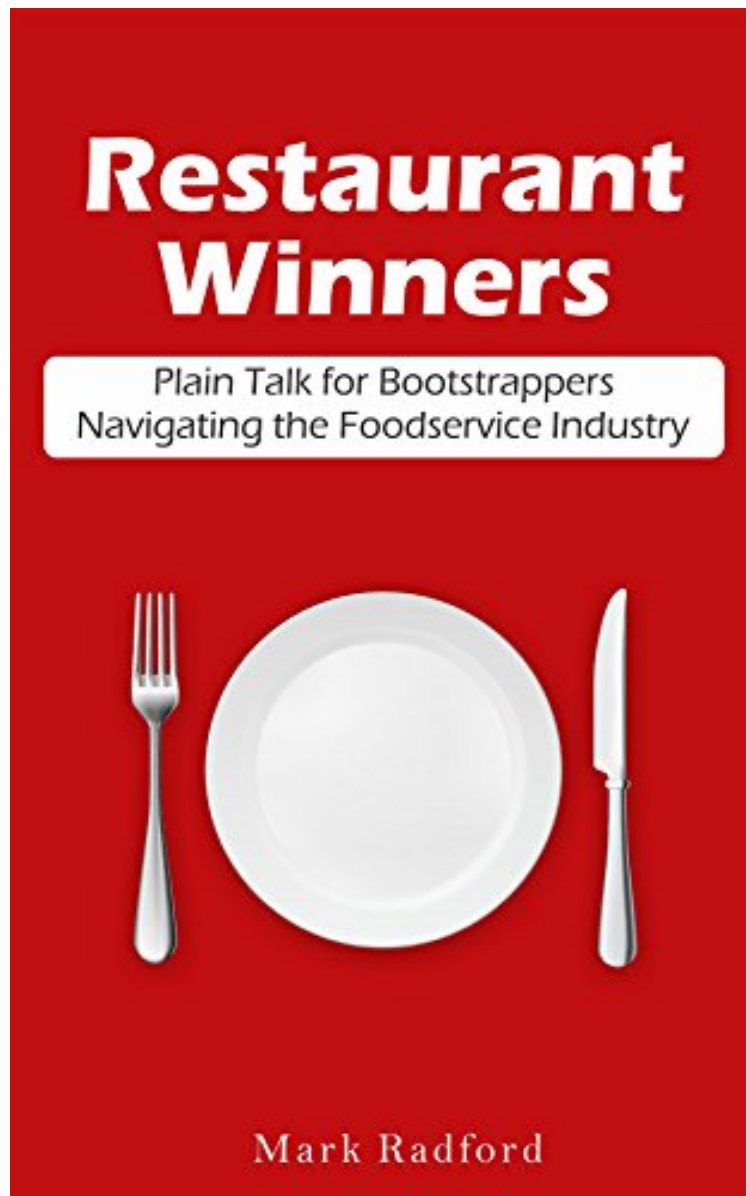


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Restaurant Winners: Plain Talk for Bootstrappers Navigating the Foodservice Industry

Mark Radford

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Mark Radford : Restaurant Winners: Plain Talk for Bootstrappers Navigating the Foodservice Industry before purchasing it in order to gage whether or not it would be worth my time, and all praised Restaurant Winners: Plain Talk for Bootstrappers Navigating the Foodservice Industry:

Foodservice is a multi-billion dollar industry...one in which most people will fail. Restaurant Winners: Plain Talk for Bootstrappers Navigating the Foodservice Industry offers a blunt and brutally honest perspective on the realities that soon-to-be entrepreneurs may face. Any perceived glamour will be stripped away here. The author takes you on a personal journey through nearly 20 years owning and operating a variety of concepts along with the victories, mistakes, and lessons learned along the way. The goal is to save you time and money, years and tears. Included are interviews with industry players, a sample business plan, and candid discussions on locations, finances, critics, and the cast of characters and situations you will encounter. Although this book is written with the self-funded, independent operator in mind, friends, fans, and industry veterans will enjoy a visit to this extremely challenging, rewarding, and bizarre world of foodservice.

About the Author Owner-operator with nearly 20 years experience in catering, concessions, and quick service restaurants takes the reader on a brutally honest, behind the scenes journey into the world of the professional foodservice entrepreneur. He continues to be fascinated with the business of food and the people behind it and shares stories and advice on the risks and rewards.