

OPENING A RESTAURANT: THE ULTIMATE CHECKLIST

So you're finally going to do it: you're opening your own restaurant!

Here's what to do—and when to do it—to turn your dream into reality, build your team, and get your new business off the ground for a successful opening night.

- 1. Come up with a business idea**
- 2. Conduct market research**
- 3. Write a business plan**
- 4. Secure funding**
- 5. Pick a business location**
- 6. Choose a business structure**
- 7. Name your restaurant**
- 8. Secure tax IDs**
 - Federal tax ID (also known as EIN)
 - State tax ID (if needed)
- 9. Get federal and state tax IDs**
- 10. Open a business bank account**
- 11. Secure tax IDs**
 - Get a business license
 - Get a food service and liquor license
 - Get a certificate of occupancy
 - Get other license and permits

- 12. Decide what payment methods to accept**
- 13. Hire your restaurant team**
- 14. Invest in restaurant equipment and technology**
- 15. Plan your restaurant's layout**
- 16. Set up the kitchen and serving areas**
- 17. Set up your restaurant's budget**
- 18. Set up your restaurant payroll**
- 19. Get business insurance**
- 20. Create your employee policies and handbook**
- 21. Automate your processes with time tracking, POS, accounting and payroll software**
- 22. Market your new restaurant**
 - content marketing (videos, blogs, reels)
 - email marketing (newsletters, email campaigns)
 - boosted social posts (Facebook, Instagram, LinkedIn)
 - review sites (Google, Yelp, OpenTable, etc.)
 - collaborations (food festivals, pop-ups, special events)
- 23. Host a soft opening and grand opening**