

CONCEPT OVERVIEW CHECKLIST

This template is a handy guide to start organising your ideas for your food service operation. Use this as a starting point for discussions with your team and your business review.

Concept Overview

- ❑ **Introduction to concept**
In a single paragraph give an overview of your idea. You will find it easier to write this section after you have coordinated your thoughts below.

General Profile

- ❑ **Name**
This will evolve as your concept does.
- ❑ **Facilities Description**
Describe the facilities you have in mind.
- ❑ **Location**
Give a brief overview of the general area, description of the proposed location and any notable features.
- ❑ **Hours of Operation**
What days are you planning to open and at what times? This information will be used later for forecasting your sales and operating costs.
- ❑ **Day Parts Traded**
What part of the day will you be trading and when (i.e. Brunch Sat/Sun; Morning Tea Sat/Sun; Lunch Tue-Sun, etc)
- ❑ **Size & Capacity**
What number of guests/seats do you want the operation to cater for in each area and approximately what size space is planned?
- ❑ **Theme/Style**
What is the theme or style of the operation? Remember your operation is an extension of your brand so this will guide you. Would you like 'city contemporary' or 'rustic country'? Do you want a strong regional influence or more of a Mediterranean feel? List the elements you'd like to see in the operation.
- ❑ **Uniqueness of Concept**
Make a list of those items unique to your concept. What will make you stand out from the crowd?

Target Markets

- ❑ **Who are your target customers?**
List each group and give a brief description. Also estimate what percentage of your total market you think each group will comprise. When you research your business plan you will look into this in more detail. Having this information will help you later develop your plan on how to attract these customers.

Competitive Assessment

□ **Review of Direct Competitors**

Make a list of your competitors and their facilities. Discuss their Strengths and Weaknesses and identify the Opportunities and Threats they pose in relation to your proposed operation. The opportunities identified can help you to define your competitive advantage.

□ **Competitive Advantage**

Competitive advantage is what will have guests choosing your operation over the competition. What is it that will attract guests? Is it a unique setting, your trading hours, your style of service, your range of museum wines on the wine list, food on offer, menu style, pricing, kids play area, entertainment, tour/tasting/lunch package, etc. It is important that you define your competitive advantage as this will form part of your message to potential guests.

Pricing

□ **Overview of Pricing Strategy**

What price range do you envisage for your operation? Take into account your target market, competitive review, and style of operation to establish some price ranges for each day part you have listed. Pricing will be refined further as you build up your feasibility study but this will be an initial guide.

Operations Overview

□ **Food Offer**

Discuss what food you are planning to offer. What is the general direction or specific theme you would like to adopt? This guides menu development and operational planning.

□ **Beverage Offer**

Same as above but for beverage. How would you like to showcase your wines?

□ **Service Concept**

Explain how you envisage the service: is it self-service, full-service, casual or fine dining? Are there any special elements you would like to include in the service?

□ **Interior Concept**

What interior style are you looking for? What are the main elements that you want to come through in the interior styling. Remember that this is all an extension of your brand so your key brand messages must be consistent.

□ **Kitchen Concept**

What is your idea for the kitchen? Do you envisage an open show kitchen, or perhaps having a wood-fired oven as a central feature? Does the kitchen need to service multiple areas (i.e. restaurant, café, functions rooms, etc)?

□ **Organisation and Management**

What team will be required to manage this operation and what are the key roles required? Provide an overview for how the operation will work as part of your larger organisation and the various support services that will be available.

Expectations of the Project

□ **List your expectations of the operation.**

As you undertake your business review these will be the criteria that will have to be met to proceed. Include not only financial expectations but also what you expect the operation to add to your brand and visitor experience.

Get Professional Advice & Training

Information for this section has been generously supplied by 'penne for your thoughts' (see Contributors Section for contact details).