

■ Client Case Study ■

THE RIVERSIDE RESTAURANT

Founded in late 2006, enthusiastic chef Andrew Rowbotham – that's him proudly displaying a steak in the picture below - built his restaurant's reputation with a combination of a creative menu packed with mouth-watering English dishes made with flair and attention to detail.

Profitability Problems

With high fixed costs and a quiet restaurant on many mid-week evenings, he just wasn't making a worthwhile profit from all of his investment in money, sweat and tears.

He was working punishingly long hours, constantly fire-fighting and solving issues his staff should have been able to fix themselves and as the only chef, he was unable to take any time off for a holiday. To add insult to injury, his take-home pay was considerably less than he would have made in a nine-to-five job.



The Turning Point

After being introduced to business coach Lee Duncan by another client in August 2008, they quickly made a series of changes. A very practical strategy was required that would take little time for Andrew to implement but give great results. Here's part of the strategy that grew his turnover by 36.5%:

- Capture details of all diners to build a customer database
- Send regular mid-week offers to customers to fill those empty seats
- Improve response to newspaper ads using powerful offers
- Increase prices – in fact this was done 3 times within 6 months
- Improve financial control to increase gross margin and profit
- Introduce operational systems & checklists to eliminate operational problems

In Andrew's Own Words (December 2008)

"I just took a delivery of fresh fish this morning and asked the driver if they were busy, he said today is the first day he has been busy all month. When I told him that we had been almost flat out since October, he was amazed and said most places are quiet! Even better we are set to do a record weekend again. So anyone who's business is quiet at the moment if they don't feel they need your help send them to me cause we've got shed loads of brussels sprouts and potatoes to peel!!"

A very satisfying footnote to this story is that the Riverside Restaurant won The Best Small Restaurant in the North East award, as voted by diners, for 2009.

The Double Your Business Coach

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