



# The Upstart Guide to Owning and Managing a Restaurant

*Roy Alonzo*

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This updated and revised edition of the restaurant industry bestseller, *The Upstart Guide to Owning and Managing a Restaurant* is filled with step-by-step strategies and action plans explained and outlined by veteran restaurateur and educator Roy S. Alonzo. The ultimate guide to entering the food service industry, *The Upstart Guide to Owning and Managing a Restaurant* provides industry insights and all the practical nuts-and-bolts information readers need to get started, including:

Smart start-up basics  
Writing a winning restaurant business plan  
Developing the perfect menu for your target audience  
Creating front-of-house ambience and back-of-house efficiency  
Operating profitably  
Marketing opportunities to grow your business  
And an all new chapter on new and emerging technologies in the restaurant business!

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