



Restaurant Start Up Quick Guide



Getting Started in the Food Business

Ok so you want to start a food business. Almost everyone dreams of some day owning their own restaurant, bar or coffee shop.

Imagine you are at a dinner party. A friend calls everyone to attention. Herself and her husband are about to open a cafe. Oh the buzz. Would they generate the same excitement if they had just announced that they planned to start their own dry cleaners or hard ware store. I guess not. The prospect of setting up one's own food business is just so exciting.

But the reality is, the restaurant business is one of the toughest businesses of all. And like any other business the key goal must be to make money, few businesses survive without doing so.

Starting a restaurant is an ambitious undertaking. Any many restaurants fail within a few years of opening because of poor planning. But don't fear. Catering Mentor is the ideal resource to lead you to success.

This first guide will help you understand what it takes to succeed in the food business and explain in simple terms the first steps that you need to take.

Best of luck

Gerard Forde

CEO – Catering Mentor

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Are you ready for the challenge?

Firstly you need to be passionate about your business. If you are not passionate about coffee, don't get into the coffee business. There are many days when you will question why you choose this route and you will need to be able to fall back on this passion.

Are you prepared to work harder and longer than you ever have before? During your first few years of operation you will invariably find yourself working sixteen hours per day, six or seven days per week.

Are you a multi-tasker? Few industries have as many moving parts. As a restaurateur you will have to wear many different hats. It is not just about serving great food; you will need to understand Marketing, HR, Finance, the Law etc.

Finally don't forget that the nature of the industry means that you will be providing entertainment for people on their time off, so you will find yourself working while your friends are playing.

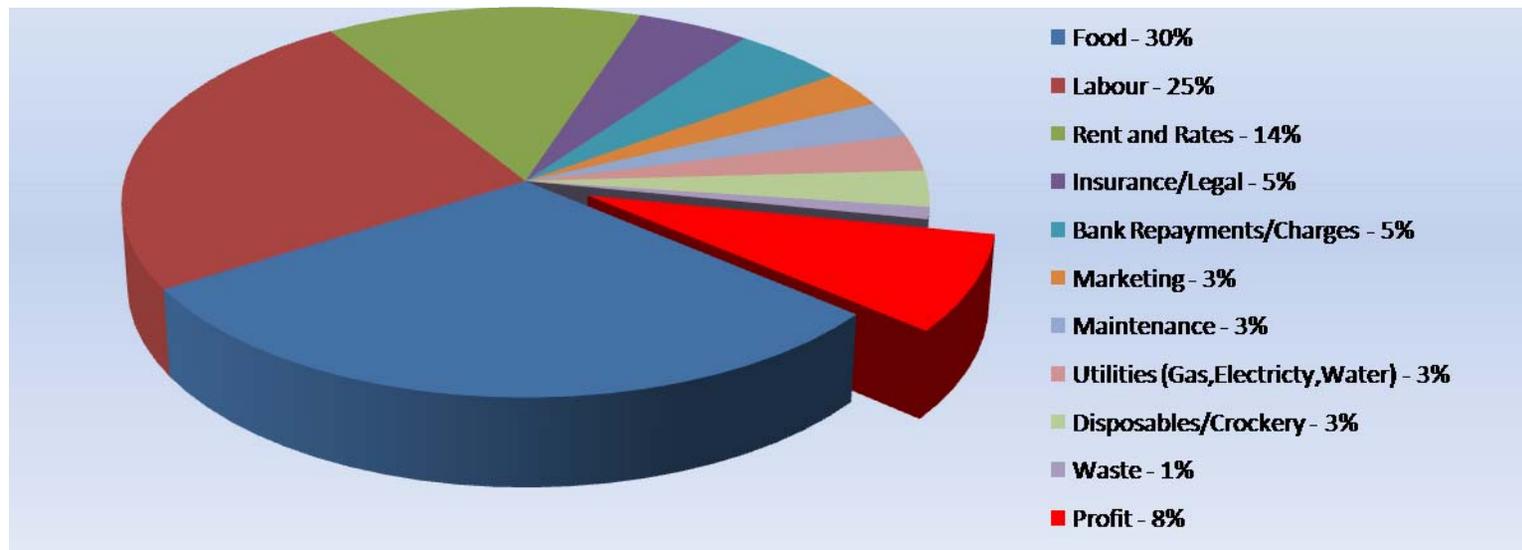
A Scary Stat

Restaurants have the highest attrition rate of any type of business. According to latest figures only 34.2% of hotel and catering businesses started in the UK in 2003 have survived.

How much profit should I expect to make?

A well run restaurant or cafe typically make between 5% and 8% profit.

While every restaurant is different, typical after tax sales are distributed inline with the graph below.



Franchise or Not

This is probably the number one question that we get asked by people thinking of entering the food business? Are you better off taking a franchise in an already proven concept or should you develop your own concept?

In simple terms franchising involves paying someone else for the right to their concept.

So what are the advantages and disadvantages of franchising?

The Advantages

An Instant Business - A restaurant franchise offers you an instant business. You don't have to worry about the name, the décor, the menu or the marketing. It's all done for you.

Support - A restaurant franchise comes with support from the head office. If you have questions or concerns, you can always ask them. This can be very helpful for new restaurant owners, who don't always know what to do when they encounter certain problems.

Better Buying Power - Restaurant franchises have bigger buying power. Food and other inventory can often be purchased far cheaper than your local independent restaurant.

Name Recognition - Name recognition is a huge benefit of a restaurant franchise. You don't have to worry about start-up costs for advertising.



The Disadvantages

Money - (or lack of) is often major drawback of buying a restaurant franchise. Many of the bigger restaurant chains require you to have significant assets, before they will consider letting you buy into their company.

Lots of Rules - In order to maintain a certain quality of customer service, as well as continuity at each location, franchises have many rules and regulations that must be followed. Everything from the seating plan of the dining room, to the colour of the bathrooms can be subject to specific rules. Make sure you are okay with all the rules beforehand.

Lack of independence - Basically you will have to do things their way. You have no say in the menu, the décor, or the signage of your restaurant. If you have a certain theme or concept in mind, it may not mesh with a restaurant franchise. You may find yourself resenting the restrictions placed upon you.

Royalties - On top of the upfront franchise fee, you are also expected to pay royalties. This covers the advertising, training, and other support the restaurant corporation gives you throughout the year. Franchise royalties are usually between 3% and 8% of turnover.

Exit Strategy - When you come to sell, the franchisor will have the right to vet and potential new franchisees.

Limited Growth Potential - If you develop you own concept, perhaps it could one day be franchised itself. This is where the real money is in the industry. Can you take an idea and not just build one location put perhaps dozens or even more. Perhaps you could become a franchisor yourself.

Essentially, deciding to either buy a restaurant franchise or create an independent restaurant will depend on your wallet, your experience, the time that you can commit and your personality. If you are comfortable working with a team and being told what and how to do something, a franchise may be the right move for you. However, if you are starting your own restaurant to get away from people telling you what to do, an independent is probably a better choice for you. Admittedly we are a little biased, but if you are confident that you have a good idea you could most probably get it up and going for less money than talking a franchise. What's more it will be all yours.

Get some experience working in a restaurant to learn the “ins and outs” of the business before investing your time and money in your own restaurant. Learn from other people's mistakes



How to decide on a concept

What is going to be your (USP) Unique Sales Position? Is there a niche in the market? I spent a lot of time in the US and I loved the seafood restaurants there. Great Crab houses etc. Would a seafood chain work in the UK? Remember niche concept work best in bigger markets.

Avoid gimmicks and theme restaurants. Analysts say that most people often only visit theme restaurants once and don't come back. They have a kind of being there done that attitude to these establishments.

See what's hot in other markets for inspiration. Be first to market. Check out our BLOG to keep up with what's hot or explore these two great resources for a little bit of inspiration:

Springwise.com and its network of spotters scan the globe for smart new business ideas.
www.springwise.com/food_beverage/

One's To Watch is a monthly review of some of the hottest restaurant trends, from US based Quick Service Magazine.

www.qsrmagazine.com/articles/ones_to_watch/archives.phtml

Also look at what the big chain restaurants do, particularly because they spend a fortune on expensive market research and then implement it.

If you are just at the idea stage why not take a grand tour, this is the fun part. If you are thinking about opening up a BBQ Restaurant, take a trip to the southern states of America. Rent a car and drive around, see the best and get ideas, collect sample menus and memorabilia and take lots of photos. Maybe even twin your new restaurant with one that you meet on your travels.



Always compete on great service. Service doesn't really have a cost. And the smaller owner run business can always out service the big chains.



How do you decide on a location?

Location, location, location, it can make or break a restaurant. Finding the perfect location is a time-consuming and tedious process, but it's essential that you give it all the attention it deserves. Do not rush this decision. It is the most important one that you will make. Wait until you have several prospective properties and then weigh your options carefully. Remember, once you sign the lease and opened your restaurant, the one thing that is almost impossible to change, is your location.

You need to consider the following factors when choosing a location:

- Visibility and passing traffic (Foot and car)
- Parking
- Demographics
- Potential for outdoor seating
- Zoning
- Refurbishment required
- Freehold or leasehold
- Competition
- Complementary businesses located close by

Don't just get stats from the yellow pages or the last census. Pound the pavement, check pricing, service, style, when are the busy, when are they not? Are there enough potential customers in the specific segment you are targeting to ensure you get your own share?

Finally don't be afraid to open right next door to your competitors. In most businesses it is best to stay as far away from your competitors as possible. But in the restaurant business it is often best to stay as close as possible to your competitors, as your potential customers may have already decided that they are coming to this part of town to eat.

Should I buy or lease a location?

A key decision is whether to buy or rent property. For the new restaurant owner, the investment necessary to buy a property may be the deciding factor in this question.

Buying a location is a major and typically a long term commitment usually reserved for someone who has significant available capital.

The advantage to leasing is that it provides you with an opportunity to launch on a smaller budget. It may also offer an easier exit strategy if things don't work out.

The major advantage to owning a location is that you will not have to worry about a rent hike. In addition, as an owner you do not have to work within the parameters as set up by a landlord, giving you more freedom to do as you like with your property.

The final consideration when buying any real estate is the projected value of the property. Will the price of the property appreciate or depreciate in the coming years? While the goal of most restaurant owners is to build a successful eatery, in the past the acquisition of prime real estate made ownership very rewarding.



Never think that the cash in your register is yours. It isn't, it belongs to your suppliers, your employees, the government etc. Always pay yourself last. In many instances the owner is the first person to take cash out of the till and at the end of the month there is no money to pay anyone else.

Practicalities of renting a premises

Before renting a location it is critical that you consult the property experts. A chartered surveyor will be able to advise you on the best sort of deal to suit your business needs and a solicitor will be able to advise you on legal points arising from the lease, the legal agreement between you and the landlord.

Think carefully before signing any agreement. Do not sign anything unless you completely understand it and agree with it.

Here are some of the things you will need to think about:

The rent - Not only what it will be when the lease begins, but how much it could go up by.

The length of the lease - How long you want to commit yourself to renting the premises. Remember that unless your landlord agrees that you can give up your lease or transfer it to someone else, you will have to pay rent for the whole period of the lease, even if your income dries up. Leases typically have agreements of between one and 25 years. Don't lock yourself into a long lease, at least not the first few years that you are in business. If your restaurant fails you don't want to be locked into four more years of rent that you cannot pay.

Quitting - How easily could you give up renting if you no longer need your premises or run into financial difficulties? Will you be able to transfer the premises to someone else? Will the landlord allow you to give up? Do you have the opportunity to 'break' (end the lease) at certain intervals – this would allow you to choose whether or not to continue renting the property;

Insurance - The landlord may expect you to insure the premises yourself, or to pay for the insurance if the landlord takes it out.



Repairs - Are building repairs included in the rent. If you make significant repairs to the plumbing or heating, then ask if they can be deducted from your regular rent. Most landlords would rather give free or reduced rent one month than shell out cash to make repairs.

Service charges - On top of the rent, the landlord may charge more for services such as cleaning, heating and lighting. These may be more expensive than providing them yourself.

Guarantees - The landlord may ask you for a financial guarantee, or may ask you to provide a guarantee or anyone who takes over your lease. If things go wrong, a personal guarantee could bankrupt you and make you homeless.

Protection when the lease ends - Will you have the right to renew the lease when it comes to an end?

Restrictions - Imposed by the local authority that may affect your business e.g. delivery or loading times rubbish disposal, parking, noise, lighting, litter. Also does the premises have an existing licence to sell alcohol?

The landlord - Is he or she someone you want to have a working relationship with?

The History of the property - Find out the history of the property and whether any other businesses have failed there and why. Was the property a restaurant before? Ask neighboring tenants for their input.

Will the space work for a restaurant. - Is there suitable ventilation, services, power etc?

Finally before renting a property, make sure you can get planning permission to make any changes you need to the property.



Associated with start up costs is finding reliable suppliers. Try and negotiate credit terms so you are not always paying for your products up front. .

Designing your restaurant

If you have the budget, use an interior designer. Make sure they have experience designing restaurants and have a portfolio of their work to show you.

Emphasize to your interior designer the need to adhere to your budget and that your restaurant should run smoothly and look good.

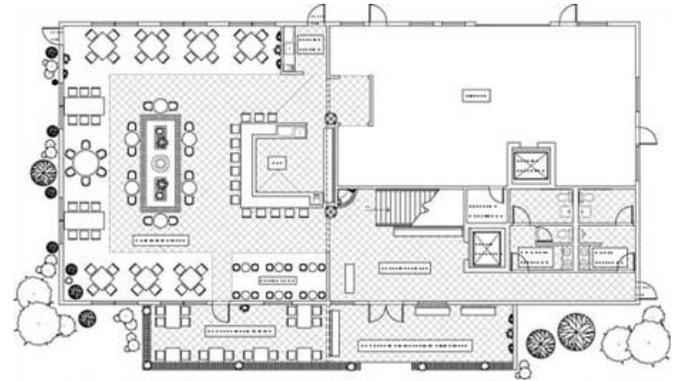
Create a design that facilitates the movements of your employees in and out of the kitchen. This will help create seamless service.

Also can you incorporate an open plan kitchen? The public likes to see who is preparing their meals. This design also brings chefs out of the kitchen

And don't just design a kitchen that works at the busy times. Make sure you can operate the kitchen just as efficiently when you are quite and require less staff.

If you are just getting started, Smart Draw offers a really helpful free trial download program at

www.smartdraw.com/specials/kitchendesign.asp





Designing the menu

What dishes should you offer and what should you skip?

The ideal restaurant menu offers a balance of unique dishes and old favourites.

It also has the right food cost to maintain profits and can be easily reproduced in the kitchen during a busy dinner rush.

Avoid food fads on your restaurant menu

You need to balance high and low food costs to for a reasonable profit margin. Download the **Catering Mentor** guide on **how to price your menu**.

Unless you plan to get a Michelin Star, ensure your dishes are easy to prepare. Any menu items that have over fussy presentations can potentially bog down the kitchen staff during a lunch or dinner rush.

Items on a restaurant menu should be versatile. Cross utilization of menu items keeps food spoilage down and allows you to use ingredients in more than one dish.

Update your menu periodically and remove items that aren't selling. Download the **Catering Mentor Menu Engineering Tool**. A powerful and fully automated tool that helps you assess the profitability of your menu items based on their food cost, selling price and popularity

What are the costs involved in setting up a restaurant?

There is no cast iron answer to this question as each restaurant operation is different

Here are the most common start up costs associated with developing a new restaurant:

- Obtaining a lease and professional fees
- Premises refit
- Kitchen fit out, ovens, refrigeration etc
- Staff recruitment and uniforms
- Furniture, crockery, table cloths, flowers, pictures etc
- Signage
- Initial stock of food
- Launch marketing fund
- Working capital



Remember there are also a multitude of expensive 'hidden' costs involved with setting up a restaurant that many people do not consider. Download the complete guide to start up costs from www.cateringmentor.co.uk

Make sure you have sufficient funds in reserve to provide you with six months of working capital? Many restaurants fail because they are under capitalized.

Top tip: Keep your start up costs as low as possible. The recession will end shortly. Normal business will resume, investors and banks will start throwing money at start ups again. Great, not necessarily so. I have seen way to many restaurants that would have a viable business if they weren't crippled by their start up costs. So many restaurant owners asking themselves a year after opening, did they really need that £20,000 till system?

Equipment and Fit Out?

Buying the kitchen equipment and fitting out your restaurant will probably be your biggest expense when starting up a restaurant.

Look into buying second hand equipment. You may find that another entrepreneur's misfortune will contribute to your success.

Recently failed restaurants probably left the owners needing money to bail them out of debt. One way that these entrepreneurs recover finances is to dump their equipment quickly, often for far less than they paid for it.

Use this opportunity to get the equipment you need--and only what you need--at a fraction of the price. Look in the newspaper and online on classified ad sites to find where these sell-offs are happening.

Also can you get free equipment or equipment on loan from your suppliers? Grab and Go Fridges from your cold beverage supplier, barista machines from your coffee bean supplier. Remember though free equipment is often incorporated into the long term cost of your purchases.



Raising Finance

Most would-be entrepreneurs find this the most daunting aspect of opening their restaurant.

There are a number of potential sources for raising finance.

Savings

Not everybody has savings but if you do, they are a good place to start. If you don't have savings yet, now is a good time to start. Your timeline for starting your business may be six months to a year anyway, so if you start putting money away now, you'll have at least a starting point from which to raise more cash. Starting a business is about sacrifice and so you should cut down your lifestyle as far as possible and save the cash – you'll be glad you did.

Banks

For you to be able to borrow money from a bank you will need to convince them that the business is viable and that it can pay any interest and make the capital repayments as they fall due. They will also look for some kind of security for any loan.

Once the business is set up, an overdraft can usually be arranged, although it should only be taken out as part of a tightly controlled cash flow plan.

Check out the following great resource websites provided by the banks.

www.natwest.com/business/starting-a-business.ashx

www.knowledge.hsbc.co.uk/

www.bankofscotlandbusiness.co.uk/business-guidance/

www.alliance-leicestercommercialbank.co.uk/bizguides/full/index.asp



The biggest barrier to running a restaurant is never getting started. It is easy to plan but never take the plunge. You need to be prepared, you need to have funds and you need to be willing to work hard but most of all, if you want to realize your dream of running a restaurant, you need to get started – today!

Friends and family

There are a number of pitfalls associated with borrowing from friends and family; on the positive side, such borrowing arrangements can often be made on more attractive terms than might otherwise be available from a more formal source of funding.

For example, it may be possible to borrow either without any form of security against the loan and it may also be possible to borrow at either a lower rate of interest, or even interest-free. Repayments may also be possible over an extended period of time and a detailed business plan may not be necessary.

It is best to keep any arrangement formal, however, and to give your benefactor as much financial information as possible upfront. You will be responsible for their money and as such it is in everyone's interest to manage your money effectively.

Venture Capitalists

There are a growing number of venture capital firms that are looking for small businesses to invest in. If you are simply looking to run a sweet little bistro, the best you could hope for would probably be a local businessman keen to invest. But if you are looking to launch a new concept restaurant with potential for rapid expansion, venture capital funding may be available to you. If you choose a venture capitalist, make sure you maintain control running your business.

www.angelsden.co.uk

www.bbaa.org.uk

www.angelinvestmentnetwork.co.uk

www.venturegiant.com

Writing a Business Plan

Trying to convince anyone, either a bank manager or venture capitalist, to lend you the money to embark on your scheme is going to take more than a hazy idea sketched on the back of a pub napkin.

You need to be prepared, with a business plan, a presentation of your idea of how the business will work, and a realistic breakdown of costs. Only then will any investor take you seriously.

The business plan will include:

- Start up costs
- Fixed and variable operating costs (Rent is fixed, Staff costs are variable)
- Forecasted number of covers and average spend. (Best and worst case scenario)
- Analysis of the likely gross profit on food and wine
- Analysis of your likely breakeven point
- A marketing and sales plan
- A plan of source of funding
- A budgeted monthly P+L and forecasted cash flow analysis.

A business plan is also vital in securing enterprise grants, investments and loans, which you will need when starting your business.

Compiling your business plan can seem like the most difficult and the least exciting part of starting a new business, but it really is the most important.

Check out www.cateringmentor.co.uk for dozens of sample business plans.



Always pay for food and drinks in your own restaurant, this will set the standard for everyone else.

Deciding on a legal structure for your Restaurant

There are three types of business that you need to be concerned with: Sole Trader, Partnership and Limited Company.

A **sole trader** operates exactly as the name suggests. You are actually trading in your own name. Even though you might call the business something completely different to your own name, your name will be on all official documentation.

A **partnership** has the same set up as a sole trader, except that you have equal responsibility for the business with your partner or partners. If you are in a Partnership it is wise to draw up a legal Partnership Agreement, to ensure that all partners know where they stand. This is also very useful if you close the business down.

Many businesses decide to register as a **Limited Company** once they reach a certain level of turnover to take advantage of limited liability status. This is because the major drawback of being a Sole Trader or Partnership is that you are personally responsible for any business debts if the company closes down. These debts are treated as the same as your personal debts, and any personal assets (such as your house) could be claimed to use for repayment.

Limited Companies have directors and shareholders. There must be a minimum of 2 directors, and one company secretary (who can also be a director) who is responsible for submitting the company accounts to Companies House. However a limited company is separate from the directors and shareholders who may not be held personally responsible for any debts if the company becomes insolvent. Unlike with sole trader status where your income is effectively the same as your salary, as a director you need to pay yourself a salary from the turnover of the business, and use PAYE to arrange income tax and National Insurance. As a company director you also need to complete a self-assessment tax return each year to declare your salary and any benefits or additional earnings. In addition to paying income tax on any salary you draw, you must also pay corporation tax on any profit. For profits between £1 and £300,000 the tax rate is 20%.

As a limited company there are many and varied legal requirements you must adhere to, for which a fine is payable if they are not complied with. These include employment laws – look out for Working Tax Credit, Maternity Leave, Statutory Sick Pay & Employer's Liability Insurance – tax laws, health and safety laws etc. As you will see by now there is much more administration work involved with running a Limited Company than as a sole trader or partnership. If you are not sure which legal structure would best suit your business, you can get advice from an accountant or solicitor.

Registering your Business with the Environmental Health Service

You must register your premises with the environmental health service at your local authority at least 28 days before opening – registration is free.

Registration applies to most types of food business, including catering businesses run from home and mobile or temporary premises, such as stalls and vans. If you use two or more premises, you will need to register all of them.

If food premises are used by several catering businesses (for example, a village hall or conference centre), the person who allows the premises to be used for this purpose is responsible for registering them.

Registration is simple. You can download a registration application form from some local authority websites, which can be completed and emailed, faxed or posted to the food team in the environmental health department. Other local authorities offer online registration, where an electronic form can be completed and submitted online.

Contact your local authority to find out how you can register.

www.food.gov.uk/enforcement/enforceessential/yourarea/

Finally remember if you want to make changes to your premises, remember that you should tell the environmental health service at your local authority and you might need planning permission.



It is a good idea to take the initiative and invite your EHO at the earliest opportunity.

What other paperwork is involved?

Before opening, get in touch with your local authority to plan your business, organize waste and recycling collection and get appropriate training and tools –it could cost you more money if you don't.

You will also need a specific license if you want to do the following things:

- Sell or supply alcohol
- Sell hot food between 11pm and 5am
- Provide entertainment, such as theatre, cinema or live music
- Sell food from a stall or van on the street

Businesses should contact their local authority for information on all of these licenses.

Music Licenses

While you're thinking about licences, you'll also need two licences if you play music in public - one from the Performing Right Society www.prs.co.uk and the other from Phonographic Performance www.ppluk.com. Expect to pay about £90 for the former and £42 for the latter.

Trademarks

If you've created a specific, unique image for your business you can register for a trademark to protect it from being used by competitors and other interested parties.

A trademark can protect your business's name, slogan, domain name, logo, colour or sound, but only if it is distinctive for that business within its class (i.e. industry type specified by the IPO).

You don't have to register your trademark, however it is wise to do so to ensure no-one else can copy it or use it for their own gain. It costs £200 to apply for trademark in one class of goods or services, and £50 for each additional class. For more information on applying for a trademark, visit: <http://www.ipo.gov.uk/tm.htm>



Find a good account, before you even think about setting up a restaurant. Ask friends and colleagues for advice. Open a business bank account immediately and always keep your personally finance separate from your business.

Insurance

When starting a restaurant, insurance is the one of the easiest things to forget. Here is a quick review of the essential and optional insurance that you will need to consider.

Public liability insurance - will cover the cost of a claim if a customer in your restaurant or cafe is injured or killed, or if their property is damaged while on your property.

Buildings insurance - If you own the building of your restaurant, it's essential to have business buildings insurance cover.

Employers' liability insurance - You are required by law to take out employers' liability cover if you have employees. It will pay the cost of a claim from an employee who has been injured at work, or who has become seriously ill as a result of working for you. Employer's liability insurance may seem like a nuisance and unnecessary extra expense but the law is there to protect you and your business. If an employee is injured or becomes ill in the course of their work, and it can be proven as your fault, you could face a claim for compensation. This policy will ensure that your business is protected from this cost. Another good reason for making sure you comply with this law is that there is a £2,500 fine for each day you are in business without cover.

Contents cover - Contents insurance covers you against a wide range of perils and disasters such as fire, theft, water and more.

Business interruption - This cover compensates your business for lost income when your business is forced to close due to an event that is stated in your policy. It could be for an incident as small as a power outage lasting a couple of days that prevents your shop from opening, or one as big as a fire on your premises which could prevent your business from opening for weeks or months.

Thanks to the internet, it is now possible to compare multiple policies and providers of public liability cover in a similar way to car and home insurance. Although the choice of companies is much more limited, online business insurance comparison sites offer price and policy comparison services for most types and size of business. Check out:

www.swinton.co.uk/commercial/

www.simplybusiness.co.uk/

What Tax will you need to pay?

Over a year, a business owner has to make certain reports (returns) and payments to various government bodies.

VAT

Value Added Tax (VAT) is a tax businesses charge when they supply their goods and services in the United Kingdom.

Normally you will pay the standard rate of VAT which is 17.5% (rising to 20% in January 2011) on the value of your takings. However cold take-away food and is charged at 0% on the value of your gross sales for these items, provided it is not of a type that is already standard rated, e.g. crisps and prepared drinks.

Calculating VAT can be a little confusing. So here is a simple explanation.

Take your sales, i.e. in this case £100,000 and divide them by 1.175 (1.20 after January 2011) to get your sales before VAT. In the above example this amount is £85,106. The difference between these two figures is you're VAT.

It is obligatory to register for VAT, if your business has a VAT applicable turnover of more than £70,000 (as of April 2010). As a member of catering mentor you can also download our VAT calculator.

Business Rates

You will also need to pay business rates on most premises. Normally around March of each year and to coincide with the start of the financial year your local council will send out it annual business rate bills.

Most councils ask you to pay in ten equal monthly instalments. You may be able to pay your bill online if your local council provides this facility.



The rateable value is based on the likely annual open market rent for the premises at a particular date. To find out what the rateable value of a property visit the website of the Valuation Office Agency an agency of HM Revenue & Customs www.voa.gov.uk

The business rates you are charged are calculated using the rateable value and the multiplier set by the government. In England, the standard multiplier for the financial year 2010-11 is 41.4 pence. For example, a property with a rateable value of £10,000 is normally charged £4,140.

There are also several rate relief schemes available. You may be eligible for small business rate relief if your rateable value is below a certain level. The amount of relief depends on the rateable value of the property and is given in the form of a sliding scale

Between 1 October 2010 and 30 September 2011, eligible ratepayers will receive small business rate relief at 100 per cent on properties up to £6,000. Business rates don't cover commercial refuse collection and water charges.

Paying employees

If you are employing other people, you will need to work out, and pay, your employees' tax and National Insurance contributions. These come out of the wages you pay them. Remember, you need to keep a record of everything you pay your employees, including wages, payments and benefits. You also need to make sure that you keep to employment law on issues such as employee rights, working hours, minimum wages and equal opportunities

PAYE (Pay As You Earn) is the system that HM Revenue & Customs uses to collect Income Tax and National Insurance contributions from employees' pay as they earn it. As an employer, you'll have to deduct tax and NICs from your employees' pay each pay period and pay Employer's Class 1 NICs if they earn above a certain threshold. You pay these amounts to HMRC monthly or quarterly.

Tax Allowance

As a business you can claim tax allowances, called capital allowances, on certain purchases or investments. This means you can deduct a proportion of these costs from your taxable profits and reduce your tax bill.



If book Keeping and pay roll is new to you consider going on an evening course to learn the basics. There are plenty of courses available particularly for Sage and Quick Books

Restaurant Organizations that you need to check out.

There are numerous trade associations for the food service industry. Most offer plenty of free advice and publish relevant trade magazines as well as great award ceremonies every year. Check out the following:

The British Hospitality Association (BHA) has been representing the hotel, restaurant and catering industry for over 100 years. The BHA is the parent organization for the Restaurant Association, the leading trade organization for the restaurant industry. The Association's key objective is to advance the interests of restaurateurs, and it is supported by over 50 Patron Suppliers providing a range of support services,
www.bha.org.uk



The Sustainable Restaurant Association (SRA) The SRA is a not-for-profit, nationwide, membership-based organization committed to promoting sustainability across the UK's restaurant industry, from high street chains to fine dining operators. The SRA provides restaurants with advice and support to help its members navigate the whole spectrum of sustainability issues.
www.thesra.org



The National Restaurant Association is a restaurant industry business association in the United States, representing more than 380,000 restaurant locations
www.restaurant.org



Restaurant Organizations (Continued)

The **British Sandwich Association** is a great resource for anyone thinking of opening up a sandwich shop or deli.

www.sandwich.org.uk



The **Pizza, Pasta & Italian Food Association (PAPA)** is the only formal trade body in the UK representing the broad pizza, pasta and Italian food and drink industry.

www.papa.org.uk



The **Café Society** a sister organisation to PAPA and BSA, is dedicated to promoting the development of the café environment in the UK and to encouraging high standards in all aspects of the business, from coffee and tea making to service.

www.cafesociety.org.uk



The **Restaurants Association of Ireland (RAI)** is the representative group for the Irish Restaurant Industry, providing a wealth of benefits and services to restaurant owners.

www.rai.ie



Restaurant Organizations (Continued)

The **British Franchise Association (BFA)** is the voluntary self regulating governing body for franchising industry. Whether you are looking to become a franchisee or a franchisor this is a great place to start.

www.thebfa.org



The **British Association of Innkeepers (BII)** is the professional body for the licensed retail sector

www.bii.org



The **British Coffee Association (BCA)** provides a representative voice for all the UK coffee trade and industry and promotes and safeguards members' interests in all matters relating to the coffee industry.

www.britishcoffeeassociation.org



The **British Beer and Pub Association (BBPA)** is the leading organisation representing the UK beer and pub sector. Their members account for 98% of beer brewed in the UK and own more than half of Britain's 54,000 pubs.

www.beerandpub.com



What are the best Catering Industry Trade Shows?

There are numerous National and Regional exhibitions and trade shows for restaurant owners and managers. Check out some of the following remember times and locations may vary.

Hotelympia is held every year in February at the Excel Centre in London and is one of the biggest of all the UK Restaurant shows. Not to be missed.

www.hotelympia.com

The Restaurant Show takes place in Earls Court, London every October. The line-up of live events see some of the UK's leading chefs demonstrate new and inspirational ideas, Restaurant Managers share their top tips on how to enhance business and Sommeliers and food experts offer advice on how to create that winning menu.

www.therestaurantshow.co.uk

Lunch the UK's only trade show for the food-to-go market and is held in September/October in Old Billingsgate, in the heart of London.

www.lunchshow.co.uk



Catering Trade Shows (Continued)

Hospitality UK is held every January at the NEC IN Birmingham incorporates not only the largest collection of hospitality-related exhibitors in the country but also Hostec Europe the only dedicated UK hospitality technology event.

www.hospitalityshow.co.uk



Scot Hot delivers the largest collection of hospitality-related exhibitors in Scotland and happens in February every year at the SECC IN Glasgow.

www.scotshot.co.uk



Caffè Culture is the leading trade exhibition exclusively catering for Europe's growing café bar market. Held in June at the Olympia London.

www.caffeculture.com



Catex is Ireland's leading food service tradeshow and is held every two years at the RDS Dublin in February.

www.catexhibition.com



