



# Small Business Workshop

## Running a Restaurant

**Saturday, May 30**  
**10:30a.m. - 12:30p.m.**  
Farioly Program Room

This workshop will review what's important in starting a restaurant and how to keep it running smoothly and successfully.

What we'll cover:

- Positioning your restaurant—what you want to do and why
- Two critical ingredients you'll need to be successful
- The financials of starting a restaurant
- The physical planning of a restaurant—does your menu match your restaurant?
- Permits and licenses
- Marketing - How to get people in to your restaurant
- Operating a successful restaurant—are you on course?

*Presenter:*

*Mark Moeller is the President of The Recipe of Success, a consulting firm specializing in Operations/Training, Operational & Financial Turnarounds and New Restaurant Openings. He has owned 2 restaurants, one in Manhattan – a French creperie and a bistro in NJ and is Partners in Liquid Lunch located in Shelton and Milford.*

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