

The background of the entire page is a photograph of a restaurant interior. It shows several wooden tables and chairs, some with white dishes and cups. The walls are made of wood and brick, and there are industrial-style pendant lights hanging from the ceiling. A doorway in the center leads to another part of the restaurant.

STEPS TO OPENING A RESTAURANT

Checklist

The **UpFlip Restaurant Checklist** will cover the following sections:

1. Create a Plan
2. Name Your Restaurant
3. Form the Restaurant Structure
4. Get the Financial Tools to Run Your Restaurant
5. Get the Insurance to Run Your Restaurant
6. Get Equipment to Operate Your Restaurant
7. Get the Software to Run Your Restaurant
8. Marketing Tools for a Restaurant
9. Restaurant Company Supplies

Planning

- ☐ Restaurant ideas
- ☐ Goals for your restaurant
- ☐ Your budget
- ☐ Your menu
- ☐ Your suppliers
- ☐ Your pricing strategy
- ☐ Your marketing plan

Name Your Restaurant

- ☐ Make the name easy to spell.
- ☐ Purchased a domain.
- ☐ Register and pay the DBA fee (if not included with the business structure).
- ☐ Trademark business name and logo.

Planning

- ☐ Register your business with the state (choose one).
 - ☐ Sole Proprietorship
 - ☐ Limited Liability Company
 - ☐ Corporation
 - ☐ Partnership
- ☐ Get a DBA if you will operate under a different name.
- ☐ Apply for an EIN on the IRS website.
- ☐ Get county and city licenses (if necessary)
- ☐ Apply for the required insurance.
- ☐ Get a seller's permit (state tax ID).
- ☐ Get food and liquor licenses.

Financial Tools

- ☐ Set up a business bank account.
- ☐ Apply for a business credit card.
- ☐ Consider getting business loans.
- ☐ Find a payroll solutions provider.
- ☐ Get a payment processor.
- ☐ Choose and set up accounting software.
- ☐ Decide whether you want to set up a 401K.

Insurance

- ☐ General liability insurance
- ☐ Worker compensation insurance (if you hire employees)
- ☐ Unemployment (if you hire employees)
- ☐ Professional liability insurance
- ☐ Cybersecurity insurance
- ☐ Health insurance (if required by law or if you want to be an awesome boss)

location

- ☐ Choose location
- ☐ Remodel
- ☐ Install cooking equipment
- ☐ Install a ventilation system that is built for restaurants
- ☐ Building inspection
- ☐ Health code inspection
- ☐ Decorate interior
- ☐ Add furniture

Business Equipment

- ☐ Cooking equipment
- ☐ Prep tables
- ☐ Order system
- ☐ Tables
- ☐ Chairs
- ☐ Booths
- ☐ Drink machines
- ☐ Bar
- ☐ Dishwasher
- ☐ Point of Sale machines
- ☐ Computer
- ☐ Business phone number
- ☐ Internet
- ☐ Invoicing system

Software

- ☐ Payroll solutions
- ☐ Payment processor
- ☐ Accounting solutions
- ☐ Scheduling software
- ☐ Professional website (domain from GoDaddy and hosting)
- ☐ Online booking software
- ☐ Marketing tools (See list below.)
- ☐ Integrations with:
 - ☐ DoorDash
 - ☐ UberEats
 - ☐ GrubHub
 - ☐ Local Carriers

Software

You'll need marketing tools to help your Restaurant grow and find prospective clients. Small business owners will benefit from the following brand assets:

- ☐ A logo
- ☐ Business cards
- ☐ Website
- ☐ Signs on vehicles (optional)
- ☐ Click funnels
- ☐ Customer management (like Monday.com)
- ☐ Menus

Create Business Directories on:

- ☐ Google Business Profile
- ☐ Google Local Ads
- ☐ Facebook
- ☐ LinkedIn
- ☐ Siri and Apple Maps
- ☐ Industry specific directories

Submit your site map to the following companies for indexing:

- ☐ Google
- ☐ Bing
- ☐ Baidu
- ☐ Yahoo
- ☐ Yandex
- ☐ Ask.com
- ☐ DuckDuckGo

Restaurant Supplies

Restaurants will want to have various templates readily prepared including:

- ☐ Menus
- ☐ Food
- ☐ Silverware
- ☐ Condiment bottles
- ☐ Alcohol
- ☐ Dishes
- ☐ Disposable or reusable napkins