

HOW TO CHOOSE YOUR RESTURANT CONCEPT

A CURATED RESTURANT DESIGN EBOOK





How to choose your restaurant concept?

Are you spending sleepless nights wondering how you can turn your dream of owning a restaurant into a reality? Thinking about the killer location, securing investments, the friendly staff as these thoughts might be going through your mind before starting. But let me tell you the first and the most important decision that you have to make before doing anything else, you must choose your restaurant concept. It is simply the decision of what type of restaurant you'd like to open. It is the theme that defines your restaurant. Whether it is a neighborhood dive joint, or a cafe, or fast-food corner or even a casual Italian eatery. Concepts also include the design of the menu, the service manner, the overall room's decor etc. Now you might be asking how to choose your restaurant concept?

Having a restaurant concept is the first and the most crucial part of the planning. Because it is not only the foundation of the overall look and menu but also the marketing strategy, construction plan and financial plan. Are you still confused? Don't worry! In this e-book, we will provide you with every small detail about how to choose your restaurant concept which will shape your current thoughts to the next level.

What is a restaurant concept?

Don't confuse the concept with the theme. A theme can be an exaggerated term to relate concepts. A theme is an overall decor that affects your eating experience but it doesn't matter that much. A concept is something that will reflect who you are and what type of food you will cook in your restaurant. Your concept must be reflected in the name and the interior design of the restaurant. Let me give you an example, if you have training as an Italian chef and want to kick-start a fine dining establishment, that would be your restaurant concept, Italian fine dining.

Depending on that you will start making your investments, planning, menu and other important elements. Now that you know about the concept you have to know about the different elements and then you will know about how to choose your restaurant concept.



Elements of a restaurant concept

A good concept must cover a group of elements by maintaining a cohesive tone. That's why knowing about the elements can help you decide how to choose your restaurant concept.

The Name

Choosing can play a huge role in determining the concept. The name of the restaurant will be the first impression that new customers will have. customers may not that's the interior over the equipment so much but they will judge the name of the restaurant. That's why you have to choose a name that is catchy and not boring, memorable so that it fits into someone's head permanently. Not only that the name should also give the customers a pretty solid idea about what kind of food is served. One word restaurant names are always better or two- or three-words using Alliteration and Rhymes can also be a great choice.

The Menu

Nowadays menus are used to advertise offers on social media or restaurant websites. You need to make sure that the menu is priced correctly to gain the maximum profit from it initially. You need to understand which items are most popular and are most profitable. You can use a poetic brief description of an experience, also a visual image of the food item to make the menu more interactive.

Service styles

The type of service you offer in your restaurant directly affects the overall dining experience of the customers. There are many types of service styles and you need to decide which one will fit you the most. For example, fine dining, Bristol, Coffee shop, Bar, Pop-up, Fast Casual, Buffet, Fast food, family-style, etc.

The restaurant interior decor and ambience

Having a perfect interior design is the best way to create a statement. Having peaceful decor can set the right mood for customers to enjoy the food. The wall paint, wall arts, wall clocks, also bring some life and a splash of colors in the opening, and maybe plants near the dining can have a huge impact on the overall experience of the customers.

From the name to the interior design all of these significantly contribute to the restaurant concept.



How to choose your restaurant concept?

Out of so many concepts out there from a food truck design to classic fine dining establishments, I can understand why so many people are asking, how to choose your restaurant concept? First, you need to do some homework.

Research about the competitors

First, you need to do proper research about what works in your location. What are the types of restaurants that are already well established in your area? If your concept is not different from the well-established restaurants in your area then how on earth will you stand out? For example, if you are in a small town and if there are 4 to 5 coffee shops in the area then it is recommended you do not venture into the format. Find out why the restaurants around your area are successful? You might want to look at their price range, the customer service, the service style and learn about that. There is no rule that you cannot go with the same concept but to stand out from the rest you must do what's needed.

Spend as per your budget

Budget is another important factor to consider before choosing the restaurant concept. You might know that restaurants have a different kind of capital investment that's why you always need to keep your budget in mind. For example, the budget you need for a well-established Take away or food truck will be completely different from casual dining or fine dining. Certain concepts can cost more than others. which cost can vary depending on the equipment used in the restaurant? For example, if you want to have high-quality wood-fired pizza, you will need a wood-fired pizza oven which is \$1000 more than a normal pizza oven.

Keep it simple

What I mean by keeping it simple is not having too many concepts in a restaurant. For example, a 50's diner, a Brazilian steakhouse, a tiki bar, and a coffee are all great concepts but they may not work all together in the same restaurant. If you take too much load initially you might have to take a loan to open your new eating place, you may in reality burden yourself with a large price every month for the renovation of the place even earlier than you know whether it is worthwhile doing it. Furthermore, restaurant proprietors normally allocate all their finances in starting the restaurant. This is one of the fatal mistakes because they must also keep a working capital that will help them to survive during the initial period.



The Location

Your location will have an enormous effect on the kind of restaurant concept you choose. If your restaurant is around a hipster neighborhood with more colleges and schools around, then you may want to go with the restaurant concepts like fast food, fast-casual or cafe. If your restaurant is near a corporate office area then or nearing an exclusive 5-star hotel, then you might want to go with fine dining, family-style or buffet.

The size of the interior

The size of your restaurant is also an important factor to consider before choosing the ideal concept for your dream restaurant. If the interior is too small where only one or two tables can be fitted, it would be best and safe to go with casual fast food, take away or cafe type concepts. If you have a massive area where you can adjust two bars along with 80 tables then you can think about fine dining, family-style or buffet. Apart from all that you must also consider the size of the kitchen area and bathroom as well.

The interior design

The interior design of your restaurant also plays a huge role in your success. We will talk more about it in the path toward this e-book which is choosing the interior design. Just know that the interior design can be the deciding factor between whether the restaurant would succeed or not in the long run.

Choosing the interior design

Let's face it, restaurants are not just for food anymore. Nowadays people come here to relax and spend luxurious time with their friends and family. And they want to have a nice, private and cozy atmosphere for that. Most people do not know this, but the interior design of a restaurant can have a significant impact on the overall experience of the customers. As mentioned earlier, it can be the deciding factor between whether the restaurant would succeed or not in the long run. Because interior design can impact the psychology of customers to order more and more, make it a frequent party or hangout area and stay for a long period.



The lighting, the scent, the music, the wall paints, the waiter's uniform, the table design, the wall arts all fall into one category, the interior design. Creating the right ambience, and atmosphere will not only result in high customer satisfaction but will also improve the value of your brand and hitch more customers to your restaurant. It is a visual robust statement of the look and style of your brand. Now that you know how to choose your restaurant concept, in the instruction below I have given some of my best tips to help your restaurant to have the best interior design in the area.

Tips to design the restaurant

1) Concept first

Before you start working on your interior design you must decide on the concept of your restaurant. As we have already discussed a lot about restaurant concepts, I can assume you know what it is and you might as well know you cannot move a step ahead without deciding the interior. The ideal interior design also depends on the concept.

2) Catchy entrance

You have to make sure your entrance packs a punch. Your entrance is the first chance to make an impression. That's why making it recognizable and identifiable can get the game. Allowing the customer to get a sneak peek at the interior by making the exterior with glass. A common way is using a Neon sign with the name of your restaurant. One of the best tips for a catchy entrance would be to make your doorknobs speak. The doorknobs can communicate on your behalf. Doorknobs speak on behalf of your restaurant earlier than the hostess or greeter staff. Also using bold colors which stand out in the neighborhood. A couple of small tables outdoors can be a nice cover. Giving the entrance an unusual shape can also help draw the attention of new customers.



3) The Colors

Different colors can trigger different emotions and set moods. Some colors are even known to stimulate diet. Shades of red, blue, brown, green, yellow, orange are really good choices for restaurants. Again, it comes back to the concepts. For a dine fine concept a warm earthy tone like brown or deep red can be the right choice. Because they encourage the customers to feel comfortable and relaxed. This means they will stay here for longer and would want to order more and more appetizers, drinks and desserts one after another. Yellow is also a great choice as it is a bright color and brings out the appetite for food by giving a lively feeling to the place.

And for small restaurants, especially for cafes, white color will be the best choice as it makes space look bigger. And for family-style or formal dining, the red is the winner.

4) Lighting

One of the most underestimated things is the lighting of a restaurant. Planning on lighting the restaurant is such an important element of the entire process. Lighting is used to create the atmosphere, the right ambience, which can affect the overall customer experience. It can be used to draw attention to a certain area or highlighting the design or the exclusive wall art in the middle. Pendant lights with a premium design make an impressive upgrade to any restaurant décor and instantly shows off a unique sense of style.

Again, it comes back to the concepts. For a dine fine concept some Lantern Lamps in the top can really give a different romantic vibe. Lantern lamps provide a generous balance between aesthetic and purpose. Not only will it light up the dining area, but it will also enhance its beauty to the next level. It will ensure that your customers have nights that are always stunningly beautiful.



5) Music

Music is part of interior design as well. A high class 5 star fine dine or family-style restaurant without light music is like salt without pepper. That's why music also defines the interior design of the place. The play that is played must complement the concept, the style, the menu and the overall vibe of the restaurant. Studies have proved that background music makes customers happier and increases customer satisfaction. It is not just about what we eat and see, it is also about what we hear. Especially in a big formal eating area, the place can get quiet, and light music can break the silence. Music can make moments memorable. And employees are here to make memories that can last forever. On slow days, attempt playing the ambient noise of a bustling restaurant exterior. Strangers passing by will notice it and might get tempted to seize something to devour from your place. And a very last tip for you: customers will love listening to light music in the washroom rather than dead silence in the surroundings.

6) Storage

Even though the customers will not see your storage space but still for making the restaurant more organized and save the precious time of your employees you must make sure you have to take extra storage spaces because you don't know when you will need to buy stuff in bulk to save money, or when you get a lot of deliveries in a week. You will need refrigerator space as well as you don't want it to ruin your expensive interior design.

7) Irresistible Aroma

There is nothing worse than an unpleasant bathroom odor in the entrance or smelling dirty mop water and you don't want your customers to experience that. Wengers, Cinnabon, or Starbucks will draw everyone's attention just by the irresistible aroma that emanates from the place. You want your restaurant to have an aroma that is appealing but the truth is it will not happen accidentally. One way of doing that is by using aromatherapy which stimulates the senses and appetite of customers before seating at the dining table. However, you don't want the aroma to be too overpowering. When the dish arrives, its aroma should overpower everything else.



Reasons to Hire an Interior Designer

Great interior designers do not come by accidents. There are other significant restaurant designs that you can make which I didn't mention till now as you will have to hire an interior designer if you want to implement the plan into your restaurant. There are several benefits of hiring a professional interior designer. Now that you know how to choose your restaurant concept, I highly recommend you consult an interior designer before starting the plan. Because there are certain things that only a professional interior designer can do. Here are the 3 reasons why I think hiring an interior designer is a great idea.

1) They can save your money

Have you ever bought luxurious furniture but had to replace it for not fitting in the area? Have you ever painted a wall 3 to 4 times trying really hard to find the ideal color for the wall? You may question, how can hiring a professional save me money? But the truth is they can save a lot of unwanted costly mistakes which could have cost you a lot of pennies. Not only that they can also make design decisions that will increase the value of your restaurant.

2) They can save your time

They can anticipate what obstacles are coming and hence avoid them which a normal person cannot. Things which would take months for you, they can do it in weeks because they have the reference and knowledge about the problem.

They are dealing with such cases daily hence they can check design plans and liaise with contractors, the building regulations and whether it needs planning permission or not.

3) They will choose the right design aspects and maintain the quality

For example, developing something known as **brand personality**, **brand promises** and **brand positioning** which are key for a successful restaurant business will require a professional or new interior designer. Also, with proper lighting, colors, furniture placements, they have a unique fabric collection that can make your restaurant the talk of the town. For this, you must contact **licensed restaurant designers & architects** or interior designers who can fulfil all your needs from **acoustical designs** to every small part of interior designs.



You need to ask yourself whether your restaurant concept can stand along with the competitors in the market. Can your restaurant concept be the biggest advertising tools for your business? If you want to stand out then something has to be unique. You can either choose a location where your concept is completely new and make it stand out or you can choose a common concept and somehow make it stand out in front of your customers. However, choosing a restaurant concept should not be a difficult thing at all. In fact, take it as a chance to become more creative and a chance to clarify your goals. I hope the e-book helped you to have a comprehensive idea about how to choose your restaurant concept and the reasons why you should seek out the professional assistance in order to make you realize your dreams about restaurant into reality.