

Poster

An all-in-one POS solution for restaurants



An advisory firm that helps owners with the management and development of their hospitality real estate



Checklist for opening a restaurant in Thailand

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A checklist for new restaurants

Develop a Restaurant Concept

What inspired you to open your business? With the help of a consultant, develop your idea for the perfect restaurant. You will need:

- A consulting firm or an independent restaurant business consultant
- A restaurant concept and a mission statement
- Your brand name, brand identity and your positioning strategy
- A rough draft of the menu
- Market research (needs of the market, market size and competition)
- A profile and analysis of your target audience

Create a Business Plan

In order to attract investors and guarantee the future of your restaurant, you need to prepare:

- A business pitch to present your plan to investors and banks
- Paid-up capital has to be at least 2 million THB
- An employee shift schedule and labour cost calculations
- Administrative expenses estimate (including insurance and permit costs)
- Operating expenses estimate
- Food cost and foot traffic estimate
- Average check prediction
- Approximate table turnover rate calculation

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- Break-even point estimate
- Return on investment prediction
- Tax planning: Figure out what you can write off (mileage, salary, food and beverage costs), what your deductibles are, and when you need to your tax documents.
- One and five year sales and profit projections
- Alternative funding plans (savings, private investors, etc.)
- A company structure for your business: in Thailand 51% of shares have to be Thai owned (USA citizens are the only exception to this rule due to a TH-US treaty) siam-legal.com. Seeking help with the set-up of your business from a local law firm is strongly advised

Obtain permits and register

For businesses operating in Thailand, you are legally required to register with the following institutions, and obtain the following permits and licenses. To register and obtain permits go to biz.govchannel.go.th (only available in Thai language)

- Register your company.
You can find the application for commercial registration [here](#)
Contact: dbd.go.th
- Register VAT and Income Tax and obtain a tax number. Contact: rd.go.th
- Register your employees with the Social. Security Office sso.go.th/wpr
- Construction permit. More info: info.go.th
- Restaurant and food license should be applied for once the construction permit has been granted. Two different application options are available at biz.govchannel.go.th for locations smaller than 200 sq.m. (this permit is called a «»Certification of Notice«») and locations larger than 200 sq.m.
- The alcohol license should be obtained after getting the restaurant license
Contact: interweb.excise.go.th

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Hire a Launch Team

To make sure that your business gets off to a smooth start, you want a reliable team by your side. If you're starting from scratch, you'll need:

A minimum of 3 directors (one of whom should be a Thai citizen)

Architect

Interior designer

Graphic designer

Accountant

Restaurant manager

Head chef

Head bartender

Head barista

Develop Food & Beverage Programs

With the help of your head chef and your consultant, follow these steps to develop a menu that suits your brand concept:

Write recipes with exact portions and prep times

Calculate your food cost and price your menu

Create purchasing lists

Determine shelf life for raw ingredients and prepared food

Develop food storage instructions and product labeling system

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- Train chefs to cook each item on the menu
- Create plating and garnishing guides
- Write menu descriptions for each dish
- Find suppliers and sign supply agreements

Hire FOH & BOH Teams ahead of Launch

With the help of your restaurant manager and your team leads, follow these steps to find and train the perfect candidates for your business:

- Create profiles for each post to find your dream employees
- Write job descriptions and determine salaries for every position
- Write texts for job ads
- Develop an interview questionnaire and define interviewing techniques
- Post your job ads on job posting sites and on social media
- Create a record-keeping system for your personnel and a list of required documents
- Define an employee probation period and establish onboarding procedures

Coordinate Design and Fit-out

With your architect and your designer, create an action plan with clear deadlines. Whether you start from zero or you're just upgrading, you will need to decide on:

- Inspiration for the design of your restaurant that works well with your brand
- The layout of your restaurant
- Themes for your design and decór

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- Work to be done on the exterior of your restaurant
- Your kitchen design
- FF & E – Fixtures, Furnishings, and Equipment

Oversee Construction

Work with your construction team to make sure all of these details are up to scratch:

- Cables and wiring
- Ventilation and air conditioning
- Heating system
- Lighting
- Fire alarm and suppression system, fire exit signs and doors
- Emergency lighting and power equipment
- Security alarm
- Interior decoration
- Outdoor seating area
- Planting and interior landscaping
- Entrance area, signage, awning
- Parking lot and landscaping of adjacent areas

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Equip your kitchen, office and bar

First you'll need to put together a list of the equipment, furniture and supplies you need for each area of your restaurant. Then:

- Find vendors, request quotes, and compare prices and quality
- Make final decisions on equipment and furniture layouts in all stations
- Arrange installation of office, kitchen, bar and dining area equipment and furniture with your construction team or with your suppliers
- Get maintenance contracts (equipment and furniture maintenance, pest control, linen service, etc.)
- Buy tableware (dishware, drinkware, cutlery)
- Stock up on cleaning and sanitary products and equipment
- Find the best safety shoes and uniforms for FOH and BOH employees

Standardise Operations and Train Staff

As your business grows, you will want to have detailed manuals that will help you maintain cohesive operations in your restaurant, and future locations. You'll need:

- Operations standards manual (OSM)
- Compliance risk analysis
- Critical control points in your operations
- Employee motivation strategy
- Code of ethics for employees
- Employee training procedures
- Restaurant operations checklists (opening checklist, closing checklist, cleaning checklist, etc.)

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- Employee handbooks
- Branded packaging and merchandise
- Loyalty programs
- Restaurant promotional campaigns
- Restaurant social media profiles
- An action plan for your online and offline advertising campaign
- Partnerships with online restaurant reservations and food delivery platforms and apps
- PR campaigns and cooperation with media outlets
- Profiles on Google Maps, city-guide websites, local business catalogues
- Promotional video

Prepare for the Launch

Get ready to make everything perfect on your first day:

- Soft opening and test run
- Collecting feedback and making improvements
- Supply orders for your first week of business
- Grand opening