

The Restaurant Action Plan is a specific series of tasks used to determine the business area of opportunities and areas of strength to achieve the objective of the restaurant.

Record onto the table below what kind of action plan it is. When filling out the action plan, it is a good idea to involve the manager or employees in the process. Sometimes getting other people’s perspective on the situation can help identify the issues more accurately. We never know, they might pinpoint some things they had been struggling to do and some things that would be of great help for the improvement of the restaurant. Moreover, create a game plan on how to modify the issue.

There should be an assignment on the areas that needs to be focused on by the employees. Always remember that the goals need to be realistic and achievable when creating an action plan. There should be an included reasonable time frame to complete the assignment or goal. The weekly meeting with the manager and the employee should be upbeat, positive and not negative. The managers should inform the employees what areas that need improvement during last week’s operations. Be professional, consistent and fair.

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| **TYPE OF ACTION PLAN** | **CHECK THE BOX THAT APPLIES** |
| **Employee Related Action Plan**  Scope:   * Employee Performance * Employee Attendance * Issues with Position Training * Employee Attitude * Employee Relationship | ☐ |
| **Operational Action Plan Front of the House**  Scope:   * Customer Service * Customer Complaints * Employee Training * Menu * Termination * Policies and Procedures * Hiring | ☐ |

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| **Operational Action Plan Back of the House**  Scope:   * Cooking Procedures * Safe Service * Service Etiquettes * Time and Temperature * Sanitation * Food Cost * Alcohol Cost Percentages * Training * Menu * Hiring * Termination * Customer Service * Customer Complaints * Policies and Procedures | ☐ |
| **Financial Action Plan**  Scope:   * Prime Cost * Profit and Loss * Cash and Credit Card Procedures * Safe Funds * Petty Cash * Food and Labor Cost Percentages * Menu Changes * Customer Counts * Shortages Management or Employee Related * Declining Sales * Advertising | ☐ |
| **Food Cost Action Plan**  SCOPE:   * Food Cost Percent is High * Food Cost Not Controlled * Missing Food or Alcohol | ☐ |
| **Labor Cost Action Plan**  SCOPE:   * Labor Cost * Higher Management is not Proactive in Labor Awareness | ☐ |
| **Human Resources Action Plan**  SCOPE:   * Hiring * Termination * Training * Human Resources Policies and Procedures * Sexual Harassment, Harassment * Management or Staff Training | ☐ |

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| **List the top 5 Areas of Opportunities** | **List the top 5 Areas of Strengths** | **List the top 5 Areas of Weaknesses** |
| 1. | 1. | 1. |
| 2. | 2. | 2. |
| 3. | 3. | 3. |
| 4. | 4. | 4. |
| 5. | 5. | 5. |

It is best to hold weekly meetings to discuss the previous week’s issues and what went right during the shifts. Ask for input from the employees who are attending the meeting or their opinion of the situation. Sometimes a fresh set of eyes is a good thing. Create an action plan from the issues discussed at the meeting. Assign to the manager or employee the task of implementing, monitoring and following up that specific action plan. Managers are to follow up with the employee all throughout the process.

Once the task has been completed 100% by the employee, the managers are to verify that the task has been completed correctly. Write a well written action plan that is targetable, manageable, measurable and attainable. Herein is the table showing the specific list of areas of opportunities that the restaurant have.

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| **SPECIFIC LIST OF AREAS OF OPPORTUNITIES**  WHAT ARE THE ISSUES AND WHAT CAUSED THEM? |
| 1. [INSERT ISSUE] |
| 2. [INSERT ISSUE] |
| 3. [INSERT ISSUE] |
| 4. [INSERT ISSUE] |
| 5. [INSERT ISSUE] |
| 6. [INSERT ISSUE] |
| 7. [INSERT ISSUE] |
| 8. [INSERT ISSUE] |
| 9. [INSERT ISSUE] |
| 10. [INSERT ISSUE] |

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| **ACTION PLAN**  HOW ARE WE GOING TO FIX THE ISSUES? |
| 1. [INSERT ACTION PLAN] |
| 2. [INSERT ACTION PLAN] |
| 3. [INSERT ACTION PLAN] |
| 4. [INSERT ACTION PLAN] |
| 5. [INSERT ACTION PLAN] |
| 6. [INSERT ACTION PLAN] |
| 7. [INSERT ACTION PLAN] |
| 8. [INSERT ACTION PLAN] |
| 9. [INSERT ACTION PLAN] |
| 10. [INSERT ACTION PLAN] |

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| **SUMMARY** | | |
| **ISSUES** | **RECOMMENDATIONS** | **SOLUTIONS** |
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| **MANAGER’S NAME AND SIGNATURE** | **EMPLOYEE NAME AND SIGNATURE (IF APPLICABLE)** | **DATE** |
| [INSERT MANAGER’S NAME AND SIGNATURE] | [INSERT EMPLOYEE NAME AND SIGNATURE] | [INSERT DATE] |

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| **GOAL DATE (REASONABLE TIME GOALS)** | **OWNER, DISTRICT MANAGER OR GENERAL MANAGER** |
| [INSERT GOAL DATE] | [INSERT NAME OF OWNER, DISTRICT MANAGER OR GENERAL MANAGER] |

**QUARTERLY ACTION PLAN**

This is the action plan which needs to be set out and laid out by the company to meet the goals, mission and vision of the company quarterly. This quarterly action plan is set out to lay out the key action steps and milestones you need to take or reach to accomplish the criteria of success for each focus area over the coming quarter. Below is a template of the quarterly action plan.

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| **FOCUS AREA ONE:**  Lead Generation:  Getting more people in the door! Make a lot of sales!  CRITERIA OF SUCCESS:   * Have a baseline scorecard in place that tracks daily traffic of the restaurant. * Decide on the top 2 marketing ideas to implement for and implement them (with simple metrics to track results). Rough system laid out for each. * Goal: List out No. of Qualified Visitors of the Restaurant per day | **Action Steps/Milestones** | **Who** | **By when** |
| * Lay out current system and tracking to see what historic performance reveals. Use insights in next action step to pick tactics to increase store visitors. * Conduct “Sweet Spot” analysis and choose the top 2 marketing ideas to implement. Rough out plan to implement and systematize each. * Create a draft “Marketing Scorecard” to track daily key marketing numbers (and restaurant sales by one breakdown.) * Review how implementation of 2 new tactics going. What is working well? What simple tweaks should we make? * Review status at end of quarter and then refine next steps based on where we stand. | [INSERT NAME]  [INSERT NAME]  [INSERT NAME]  [INSERT NAME]  [INSERT NAME] | [INSERT DATE]  [INSERT DATE]  [INSERT DATE]  [INSERT DATE]  [INSERT DATE] |

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| **FOCUS AREA TWO:**  Begin to systematize the “sales associate” customer service role of the restaurant.  CRITERIA OF SUCCESS:   * Have an outline of the “working with customer” sales associate part of the restaurant. * Have chosen and built out version one of the 2 most important task systems. * Goal: % Completed (estimate) | **Action Steps/Milestones** | **Who** | **By when** |
| * Brainstorm all the “sales associate” systems we think the restaurant will eventually want for our sales associates, from hiring, to training, to doing the sales associate role on the operations area. Prioritize the list and pick the top 2 pieces to create. * Have system one completed and trained team on its use. * Checkpoint: How is the system working? What is going well? What refinements need to be made? What training adjustments are needed? Lay out key action steps. * Have 2nd system built and team * trained to use. * Review list of “sales associate” systems needed. Decide on next 2-3 most important systems to build and implement. Rough out a plan to do this. | [INSERT NAME]  [INSERT NAME]  [INSERT NAME]  [INSERT NAME]  [INSERT NAME]  [INSERT NAME] | [INSERT DATE]  [INSERT DATE]  [INSERT DATE]  [INSERT DATE]  [INSERT DATE] |

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| **FOCUS AREA THREE:** | **Action Steps/Milestones** | **Who** | **By when** |
| Hiring for the new sales associates.  CRITERIA OF SUCCESS:   * Have a written job description and help wanted ad. * Written outline of interview process and key questions and qualifications. * Written outline of a “new hire” orientation process to follow. | * Create draft of job description and help wanted ad. Review both with general manager. Revise based on her input. * Create draft of interview process, key questions to ask, and the 3-5 “must have” qualifications to hire. Review draft with general manager and revise based on her input. * Create draft outline of new hire orientation process. * Create 1-2 page “new hire checklist” of above steps from job ad posting through hire and first 30 days of orientation. | [INSERT NAME]  [INSERT NAME]  [INSERT NAME]  [INSERT NAME] | [INSERT DATE]  [INSERT DATE]  [INSERT DATE]  [INSERT DATE] |

**DAILY TARGET ACTION PLAN**

This daily target action plan is made to set out the daily tasks that needs to be done to accomplish and seek out a more strategic goal development. This helps in determining the actions that needs to be done and the tasks that needs improvement on a daily basis. With a more systematize action plan, the most common thing to consider is the feasibility and a more descriptive lay out of tasks which will be more advantageous and helpful for the assigned party or department responsible.

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| **GOAL 1** | **ACTION STEP DESCRIPTIONS** | **PARTY/DEPT. RESPONSIBLE** | **DATE TO BEGIN** | **DUE DATE** |
| Write your goal statement here. | [INSERT ACTION STEP DESCRIPTIONS] | [INSERT PARTY/DEPT. RESPONSIBLE] | [INSERT DATE TO BEGIN] | [INSERT DUE DATE] |
| List Resources and Desired Outcomes | [INSERT ACTION STEP DESCRIPTIONS] | [INSERT PARTY/DEPT. RESPONSIBLE] | [INSERT DATE TO BEGIN] | [INSERT DUE DATE] |

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| **GOAL 2** | **ACTION STEP DESCRIPTIONS** | **PARTY/DEPT. RESPONSIBLE** | **DATE TO BEGIN** | **DUE DATE** |
| Write your goal statement here. | [INSERT ACTION STEP DESCRIPTIONS] | [INSERT PARTY/DEPT. RESPONSIBLE] | [INSERT DATE TO BEGIN] | [INSERT DUE DATE] |
| List Resources and Desired Outcomes | [INSERT ACTION STEP DESCRIPTIONS] | [INSERT PARTY/DEPT. RESPONSIBLE] | [INSERT DATE TO BEGIN] | [INSERT DUE DATE] |

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| **GOAL 3** | **ACTION STEP DESCRIPTIONS** | **PARTY/DEPT. RESPONSIBLE** | **DATE TO BEGIN** | **DUE DATE** |
| Write your goal statement here. | [INSERT ACTION STEP DESCRIPTIONS] | [INSERT PARTY/DEPT. RESPONSIBLE] | [INSERT DATE TO BEGIN] | [INSERT DUE DATE] |
| List Resources and Desired Outcomes | [INSERT ACTION STEP DESCRIPTIONS] | [INSERT PARTY/DEPT. RESPONSIBLE] | [INSERT DATE TO BEGIN] | [INSERT DUE DATE] |

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| **GOAL 4** | **ACTION STEP DESCRIPTIONS** | **PARTY/DEPT. RESPONSIBLE** | **DATE TO BEGIN** | **DUE DATE** |
| Write your goal statement here. | [INSERT ACTION STEP DESCRIPTIONS] | [INSERT PARTY/DEPT. RESPONSIBLE] | [INSERT DATE TO BEGIN] | [INSERT DUE DATE] |
| List Resources and Desired Outcomes | [INSERT ACTION STEP DESCRIPTIONS] | [INSERT PARTY/DEPT. RESPONSIBLE] | [INSERT DATE TO BEGIN] | [INSERT DUE DATE] |

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| **GOAL 5** | **ACTION STEP DESCRIPTIONS** | **PARTY/DEPT. RESPONSIBLE** | **DATE TO BEGIN** | **DUE DATE** |
| Write your goal statement here. | [INSERT ACTION STEP DESCRIPTIONS] | [INSERT PARTY/DEPT. RESPONSIBLE] | [INSERT DATE TO BEGIN] | [INSERT DUE DATE] |
| List Resources and Desired Outcomes | [INSERT ACTION STEP DESCRIPTIONS] | [INSERT PARTY/DEPT. RESPONSIBLE] | [INSERT DATE TO BEGIN] | [INSERT DUE DATE] |