

<<开酒吧傻瓜书 Running a Ba>>

图书基本信息

书名：<<开酒吧傻瓜书 Running a Bar For Dummies>>

13位ISBN编号：9780470049198

10位ISBN编号：0470049197

出版时间：2007-1

出版时间：John Wiley & Sons Inc

作者：Dismore, Heather

页数：338

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<开酒吧傻瓜书 Running a Ba>>

内容概要

Have you ever thought of owning your own bar? Did you ever stumble into an overpriced watering hole and think how much better it could be if you ran the place? Or maybe you walked into your dream bar and realized that running one was the dream job you 've always wanted? With *Running a Bar for Dummies*, you can live your dream of operating your own establishment. This hands-on guide shows you how to maintain a successful bar, manage the business aspect of it, and stake your place in your town 's nightlife. It provides informative tips on:

Understanding the business and laws of owning a bar    Developing a business plan    Creating a menu, choosing d é cor, and establishing a theme    Stocking up on equipment    Choosing and dealing with employees    Handling tough customers    Controlling expenses, managing inventory, and controlling cash flow    Getting the word out about your place    Preparing for your grand opening, step-by-step    This guide cues you in on how to keep your bar safe and clean, making sure everyone is having fun. It warns you about the pitfalls and no-nos that every owner should avoid. There are also helpful resources, such as contact information for State Alcohol Control Boards and Web sites with valuable information.

<<开酒吧傻瓜书 Running a Ba>>

书籍目录

Introduction  
Part I: Cheers! Getting Started in the Bar Industry Chapter 1: Bar Business Basics Chapter 2: Understanding What It Takes to Own and Operate a Bar Chapter 3: Minding the Money and the Law Chapter 4: Deciding What Type of Bar to Have  
Part II: Gearing Up to Open the Doors Chapter 5: Putting Your Business Plan Together Chapter 6: Selecting Your Bar 's Site, Décor, and Name Chapter 7: Stocking Up on Smallwares and Equipment Chapter 8: Setting Up Your Bar 's Inventory Chapter 9: Planning and Creating Your Menus  
Part III: Employees, Customers, and Products: Managing the "Right Stuff." Chapter 10: Hiring, Training, and Keeping Your Employees Chapter 11: Rule #1: Practicing Good Customer Service Chapter 12: Boning Up on Bar Beverages Chapter 13: Getting Ready for Your Grand Opening, Step by Step  
Part IV: Managing Your Inventory, Revenue, and Future Chapter 14: Controlling Expenses and Operating Efficiently Chapter 15: Keeping Your Bar 's Bottom Line from Hitting Bottom Chapter 16: Building and Keeping Your Bar Crowd  
Part V: The Part of Tens Chapter 17: Ten Ways to Run a Safe Bar Chapter 18: Ten Myths about Running a Bar Chapter 19: Ten Bar Owner Sins Not to Make, Ever Chapter 20: Ten (Okay, More Than Ten) Bar Jokes You Can Tell Your Customers  
Part VI: Appendixes  
Appendix A: State Alcohol Beverage Control Boards  
Appendix B: Useful Web Sites for Every Bar Owner  
Index

<<开酒吧傻瓜书 Running a Ba>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>