

# 7 PROFIT-GENERATING & COST-SAVING STRATEGIES

Offset higher labor costs by boosting business and reducing costs with these savvy strategies.

## 4 Profit-Boosting Solutions

Generate extra revenue and drive sales with these money-making approaches:

- ❑ **1. Host Community Events:**  
Rent out a part of your restaurant's space during off-hours for parties, graduations, and wedding receptions. Consider partnering with other local businesses to host special events that can draw a new customer base to your establishment. Use this time to present your food and beverage offerings to a new crowd.
- ❑ **2. Open a Catering Division:**  
In-house or off-premises catering allows restaurant owners to tap into larger-scale events, which can be highly profitable. The investment is minimal since all the cooking essentials are already at your disposal. Any smaller, incidental items can be found at your restaurant supply store at wholesale prices.
- ❑ **3. Sell Your Wares:**  
Branded merchandise is an easy way to increase sales and counterbalance growing labor costs. T-shirts, glassware, wine keys, and other retail items are not only cost-effective to manufacture, but they make excellent marketing tools.
- ❑ **4. Develop a Creative Marketing Plan:**  
Social media marketing, promotional programs, website design, and brand identity are crucial elements to drive customers to your establishment. Craft a detailed marketing strategy to target your ideal audience.

## 3 Cost-Reducing Solutions

Reduce unnecessary costs with these money-management tips:

- ❑ **1. Curb Food Waste:**  
Spoilage and other food waste can drive up your food costs and cut into profits. Employ food prevention tactics like proper storage, portion sizes, and preserving/freezing to mitigate money loss.
- ❑ **2. Comb Through Fees:**  
Examine all of your business fee percentage rates including credit card processing and rent clauses. See if you can negotiate lower rates or switch services altogether to diminish costs.
- ❑ **3. Cancel Auto-Renewals:**  
With restaurant ownership, it's easy to forget about canceling services that may no longer be needed such as an OpenTable for Restaurant subscription. If you cancel auto-renewal contracts, you alleviate the risk of accidentally paying for a service that you don't currently use.

