



Increase Marketing Impact to Your Bottom Line

Get your house in order before you invite company

by Craig Pendleton – National Foodservice Consulting, Inc.

Many operators retain marketing specialists to increase customer trial and visitation. The danger of this practice is in spending money to bring in customers when the operation is not in condition to please the guests and insure their return visit. Another shortfall is when the operation is not fine tuned enough to maximize profits and sales from the guest when they are brought in. In many cases the solution is not to give-away and advertise but to improve operations internally and do a great job with the existing customers to increase their frequency of visit and use them as your word of mouth advertising.

Consultants specialize in performing operational assessments of properties that will provide a full program of enhancements to improve internal operations and profits. This will prepare the restaurant to maximize the profits from the additional business generated through advertising promotions.

Don't just run more people through the doors...bring more repeat customers back!

Craig Pendleton is the President of National Foodservice Consulting, Inc. He has worked in the industry for over 40 years in both individual and corporate food service positions for many major industry chains. He has been involved in over 75 new openings and re-concepts. His services are hands-on and onsite to independent operators, chain operators and tribal casinos. Craig is available to assist in your current or upcoming project. Project consulting is available worldwide.

Please review our website for additional information

<http://www.nationalfoodserviceconsulting.com>

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