



## **More Profits Available in Your Restaurant Right Now Without Adding Any More Customers**

***Money to be Found Where You Can't See It***

***Usually it's right there in front of you....***

*by Craig Pendleton – National Foodservice Consulting, Inc.*

One of the greatest challenges for operators is running their daily business and being able to detach themselves enough to evaluate it from their guests perspective. It is critical to solicit feedback from customers but in many cases their level of expertise is insufficient to provide comprehensive information to direct significant business adjustments.

The guests never see operations in the service areas and back kitchen. This is where a consultant comes in. Consultants specialize in performing operational assessments of properties that will provide a full program of enhancements to improve internal operations and profits. Once the internal areas of operations and profitability are addressed then sale building areas are addressed such as additional sales through - incremental sales, take-out, delivery and catering. All areas have specific demands on the operation that will be addressed to prepare to the additional sales.

*This is what I do for a living. I've worked for (and ran) the major chains and how to maximize profits.*

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*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>*

*Or call our offices (623) 241-3778*