

5 Ways to Ensure Your Restaurant Remodel is Profitable

In the ever-changing food service industry, your restaurant must evolve if it's going to stay relevant and profitable. That's why restaurant experts recommend regular upgrades to your facility.

But the danger in making changes is that you might not get the high return on investment (ROI) that you were hoping for. How can you be sure that your restaurant remodel will be worth the investment?



Here are a few tips to help you navigate your restaurant renovations and ensure that they're cost-effective:

1. Focus on Your Needs, Not Your Wants

You may have a long list of items that you'd like to include in your restaurant remodel – a totally refurbished kitchen with top-of-the-line appliances, a fountain by your outdoor seating area, an updated layout, plus all new tables and chairs.

But if you're wanting your restaurant renovation to be profitable, you have to put away your "want" list and focus on what your restaurant really needs. Do you need to get new tables or will replacing the tablecloths create the same result at a much lower cost? Is it necessary to knock down walls to create more space or can you achieve that by simply rearranging the tables?

Don't underestimate the power of small changes. Inexpensive upgrades like new restaurant wall coverings, lighting, table coverings, menus, etc. can make a big difference in revitalizing your restaurant.

2. Keep It Classy

You might be tempted to keep up with the latest trends when you renovate your restaurant, but those type of changes won't serve you well in the long run. If you insist on decorating in the latest style, your restaurant will quickly become dated. In just a few years' time, customers will be remarking that your establishment seems stuck in the past and out of style. It's best to make changes that will stand the test of time if you want your renovation to be lucrative.

3. Listen to Your Customers

For a profitable restaurant remodel, make sure that you use your most valuable resource – your customers.

You might have all sorts of wonderful ideas about how to update your restaurant, but none of those changes will matter if they don't appeal to your customers. You can easily avoid making renovations that will be unpopular with your clientele by asking them in advance what alterations they'd like to see.

A great way to accomplish this is by monitoring your social media accounts. What do people say when they comment on your Facebook posts or Instagram photos? Do they wish you'd add new items to the menu? Or do they comment that the décor seems faded and you could use a new paint job?

You can also gather feedback from customers in a variety of other ways, including comment cards, email questionnaires, and online surveys. Make sure that you pay particular attention to your main customer base. If you're a family restaurant in a suburban neighborhood, that's who you should be listening to the most. Whoever makes up your target market, those are the opinions to focus on when making decisions about your restaurant renovations.

4. Make a Plan (and Stick to It)

You've probably heard the saying "If you fail to plan, you plan to fail." It might sound trite, but it's true. In order to have a successful and profitable restaurant renovation, you'll need to make a concrete plan in advance. Winging it simply won't do; you'll end up with contractors who are frustrated because of ongoing changes and your budget will be blown. Be smart – make a detailed plan for renovations and see it through.

5. Consider Hiring Professional Help

Undergoing a restaurant remodel can be overwhelming, especially if you have no prior experience. The good news is that you can hire restaurant remodeling companies that will take care of the work for you.

It might seem counter-intuitive that spending money on restaurant remodeling companies will lead to a higher ROI on your renovations, but it's true. Because they have years of experience, restaurant consultants can make the renovation process run much more efficiently, making it more profitable overall.

In addition to helping your refurbishment progress smoothly, restaurant remodeling companies can also save you a considerable amount of time and effort. You won't need to take time out of your busy schedule to locate a designer, hire contractors, price materials, conduct background checks, and do all of the little things that have to be accomplished during a restaurant renovation. The restaurant remodeling companies you hire will be more than happy to take care of all the little details, freeing you up focus on other priorities.

Achieving Success in Your Restaurant Remodel

Revamping your restaurant is an exciting yet challenging venture. It's a process that calls for careful planning, strategic decision-making, and ample customer insight to ensure your investment generates a profitable return. By adhering to these guidelines, your restaurant remodel won't just revitalize your establishment, but it will also amplify profitability. Here's to a successful and profitable transformation of your restaurant!