



KEY SERVICES: **Restaurants**

Whether free-standing or part of a hotel, art gallery, shopping mall, convention centre, community centre or other venue, successful restaurants share common elements: imagery and design philosophy, atmosphere, energy, personality, signature elements and above all, great food, beverage selection and service. But the success of a restaurant cannot be dependent upon these elements alone. Location, especially when within another facility is of critical importance, as is accessibility and parking.

Restaurants are considered amongst the riskiest of business investments. While there is no sure fire recipe for success in this business, good research and pre-planning, a thoughtfully designed space, well executed concept and solid marketing plan can help ensure repeat customers and media interest.

Horwath HTL principals provide a variety of services to the restaurant industry.

- Project specific feasibility studies including location and site analysis, market analysis, competitive market supply and demand trend analysis and financial risk analysis;
- Brand strategy
- Conceptual planning and development and/or re-positioning – the type of restaurant and all critical elements
- Licensing and leasing opportunities
- Space planning and Imagery;
- Valuations;
- Targeting the Market;
- Operational, benchmarking and accountability reviews;
- Management accounting and control and information system;
- Property tax impact and analysis;
- Litigation support; and
- Due diligence for vendors and purchasers.



Hotel, Tourism and Leisure

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