

Restaurant Design - Restaurant design begins with conceptual ideas.

Design As It Relates To Your Clientele & Location.

The interior design style you select with your restaurant designer or hospitality business directly relates to your clientele and location. Before you select a style take the time to explore the answers to a few important design questions.

Who is your clientele?

What type of experience are they looking for?

Are there any interior styles that your customers would shy away from?

What image does your existing business have and is that the image you want or are you in need of rebranding?

Are you located in a big city?

Are you in a suburb?

Are you located in a resort area?

How does your location relate to your interior design style?

Location has an impact on the interior design styles used in the hospitality industry. Colors and finishes that look great in a restaurant or nightclub located in Brisbane may not look as good when you use those same finishes in Melbourne or Sydney restaurants and nightclubs. Certain colors and finishes look and work better in sunny, warm climates. While yet another set of colors and finishes look and work better in a cool climate

The relationship of clientele to location has an impact on interior style. Patrons of a nightclub or restaurant located in Adelaide are not necessarily looking for the same type of interior design experience as patrons in Cairns.

Layout & How It Effects Your Bottom Line

There are numerous elements that contribute to the success of a hospitality business. We are going to focus on the layout and how it can increase profitability. Layout has a strong impact on the customer and your ability to service the customer.

When developing a space plan for your restaurant, nightclub or even retail store there are a few issues that must be addressed.

1. Where do you want to lead your clientele?

2. How does the staff relate to the clientele?

The answer to the first question is simple. You want to lead the customer to the area that generates the revenue.

For example, in a nightclub you want to lead them to the bar. In a restaurant your target areas the tables. In a retail store you want to lead the customer to the merchandise. You need to evaluate which areas of your business generates the most revenue and that is where you lead the customer.

Now lets look at the second question. In all cases the staff must serve the customer but, how the customer is served will vary from business to business.

In a restaurant or nightclub the staff needs ample room to serve the food and drink to the customer while maintaining room for customer flow.

In a retail store environment your employees need to help the client with selection of merchandising and fittings as well as ring up the customer.

The quality of service the customer receives is equally as important as getting the customer to the desired location. The layout of your space can greatly enhance or hinder the customer service process.

Once you have determined where you want to lead your clientele and have analyzed how your clientele relates to the staff. You must analyze the most effective way to do that within your square footage. Here are a few key points to get you started.

- Location of key elements: bar, merchandise, dance floor, lounge area, rest rooms, fitting rooms, cashier, etc.
- Creating a good customer flow
- Square footage vs. anticipated capacity
- Analysis of the different types of activities happening within the space and how much square footage each activity needs.
- How do the activities relate to one another.
- Is your staff fully equipped to service your customers
- Is the staff satisfied with the layout of their equipment?
- How can you optimize the staffs working environment?

A good way to get started with this process is by creating bubble plans or adjacency plans. These plans can help you determine the location of key elements, analyze your activities and see if the relationship is appropriate. An interior design firm can help you with these issues especially in determining the amount of square footage each activity needs.

In summary, you want to create a layout that moves your clientele through the space without creating bottle necks.

Develop a space that creates a total environment that is conducive to your staff and leaves the customer with a pleasant experience. Also keep in mind that creating one area that generates cash in not always the most effective method.

You want to optimize your square footage by placing several smaller key purchase points. Therefore, leading your customers through the space while generating revenue from several areas of your building. In the end layout and design can increase profitability and has a strong impact on the customer and your ability to service the customer.

Casual Dining Concepts

The definition of Casual Dining is creating a restaurant that is relaxed and friendly. However it does not mean creating a restaurant without sufficient care or thought.

Just as with any style of Restaurant every decision you make must have a reason. We must pay attention to details, flow, function, the customer and the overall Brand Identity of the Casual Dining Restaurant Concept.

The defining factors include signature food menus, creative bar menus, and a beautiful design that keeps them coming and always ties back to the Brand Identity and Concept of the casual dining establishment.

A new casual dining concept appears on some highway in some town across the country almost daily. What does a restaurant owner need to do to create a successful casual dining restaurant? How will the casual dining restaurant face the challenges of retaining it's most loyal customers while drawing new one's?

The goal of the casual dining concept is to create long-term success, and various strategies can be implemented to achieve this success. In all cases a unique dining environment must be created.

No matter the size of the space or the budget the environment one must be distinctive in some way. The distinction will flow from the restaurant interior design to the outfits of the servers to the exclusive menu items down to the clever names of the menu items. Some casual dining concepts offer activities for children and others may over service above and beyond any casual dining concept.