

Restaurant Assets and Design on a 'Restaurant

Rescueâ€™™

Tyler Collins June 02, 2016



Many factors contribute to the average lifespan of a newly launched restaurant.

Restaurant Assets and Design, a restaurant consulting service company, shares several reasons explaining the short lifespan of restaurants.

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Roseville, California -- Restaurant Assets and Design, one of the top food and beverage consulting firms in California, has provided a few reasons why very few restaurant businesses last a long time in the industry. The company's long history in the industry has equipped them with valuable knowledge on why restaurants fail and how to save them before they reach complete ruin.

Studies have shown that about 60% of restaurants fail in their first year. Some sources even claim that the number can be as high as 90%. In addition, an estimated 80% of restaurant businesses close within 3-5 years of operation. The main problem, according to [the company](#), is that business owners are unsure why they are failing, and are sometimes unaware of the fact.

Many would agree that the number one reason of failure is location. Unfortunately, plenty of owners do not realize that they are doing business in the wrong place. A prospective location should be seen from all angles, especially from the point of view of a patron. If it has poor visibility, insufficient parking and low foot traffic, it is most likely a bad location for a restaurant business. And while location might be the most serious concern, it could be a combination of multiple things that is causing the business to fail.

Staff management can also make or break a dining establishment. The staff is what represents the restaurant on the front lines, which is why it is important that restaurant owners hire the right people and do not rush the hiring process. Employees should also be treated and rewarded properly so they can provide excellent service to customers.

The lack of original ideas or something the restaurant specializes in can affect the business negatively as well. Many successful establishments have their own specialty. They have their very own concept, and are especially good at it. It can be the restaurant's menu, the kind of service they offer, or simply the design and atmosphere of the space.

[Restaurant Assets](#) has provided an effective solution to restaurant owner's problems. The company offers their 'Rescue' service to business owners who need help preventing their business from failing. They offer a fresh perspective on new ways for a restaurant to succeed. Their team of knowledgeable and skilled consultants will examine every aspect of the business and figure out what the restaurant owner is doing wrong. The company offers a wide range of services that will not only keep the restaurant from closing, but will also attract more patrons and generate more revenue.



About Restaurant Assets and Design

RAAD is a leading restaurant consulting firm in California. Founded 18 years ago, the company has gained the necessary knowledge and skills to prevent restaurant business from failing and make them succeed. Their services include restaurant assessment, facility design, marketing, and kitchen equipment.

Restaurant Assets and Design

218 Estates Drive

Roseville, California 95678

United States

916-409-0581

sales@restaurantassetsanddesign.com

<http://www.restaurantassetsanddesign.com/>

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