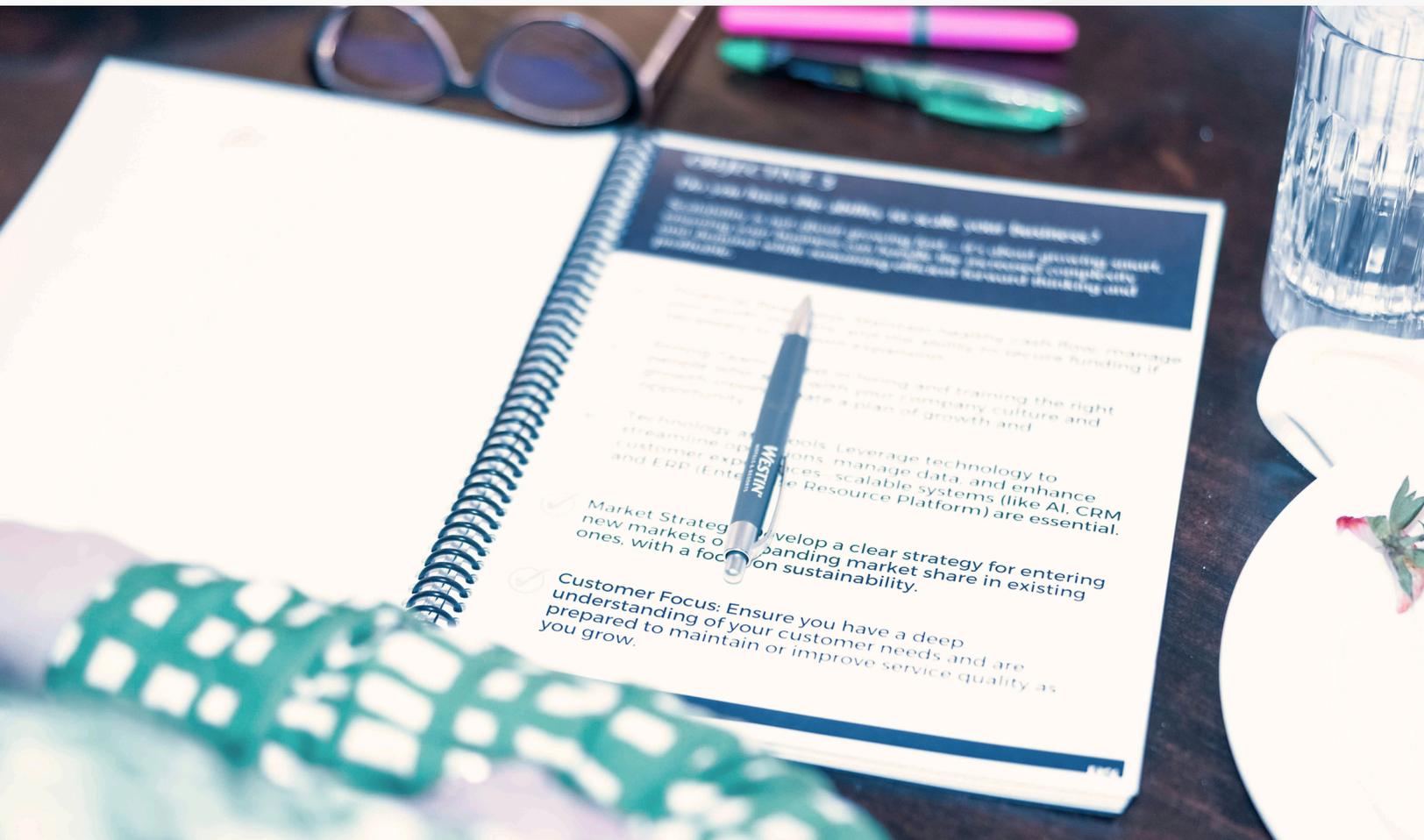


Restaurant Expansion Readiness Checklist

Are You Truly Ready for Growth?



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4. Leadership & Team Capacity
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Brand & Concept Clarity

- Brand concept is clear, distinctive, and resonates with your target audience.
- Signature dishes, service style, and atmosphere are consistently executed.
- Visual identity (logo, menu, uniforms, design) is documented and replicable.

Financial Strength & Profitability

- Current location(s) are consistently profitable.
- Strong understanding of key financial metrics: food cost %, labor %, rent-to-revenue.
- Positive cash flow or access to capital for expansion.
- Clear breakeven analysis and ROI expectations for new units.

Operational Systems & SOPs

- Documented standard operating procedures (SOPs) across all departments.
- Inventory, purchasing, and vendor management systems in place.
- Proven tech systems: POS, reservations, payroll, and accounting.
- Quality control process to maintain consistency.

Leadership & Team Capacity

- Trained managers ready to step into leadership roles at new locations.
- Defined organizational chart with clear roles and responsibilities.
- Scalable hiring, onboarding, and training systems.
- Culture of accountability and high performance.

Market & Site Selection Readiness

- Clear site selection criteria (demographics, traffic, competition, rent).
- Real estate and build-out process mapped out.
- Local market research process for new locations

Supply Chain & Vendor Scalability

- Reliable suppliers that can support additional locations.
- Negotiated pricing, contracts, and service level agreements.
- Plan for local sourcing or regional adjustments if needed.

Marketing & Customer Acquisition

- Proven marketing playbook (local promotions, digital, PR).
- Social media and influencer strategy in place.
- Customer loyalty program or CRM system.
- Grand opening and buzz-building strategy.

Funding & Financial Planning

- Defined capital strategy: self-funded, loans, investors, or franchising.
- Budget for construction, staffing, marketing, and working capital.
- Financial controls and reporting systems.

Adaptability & Innovation

- Willingness to adapt menu or service model to local market.
- Culture of continuous improvement and experimentation.
- Ability to implement technology and operational innovations.

Legal, Licensing & Compliance

- Understanding of licensing, health, zoning, and liquor regulations.
- Compliance systems for HR, payroll, and labor laws.
- Risk management plan and insurance coverage.

Expansion Green Light

If you check at least **80-90%** of these boxes, you're likely in a strong position to pursue expansion.

If gaps show up, pause and shore up those areas first, growth without readiness can be expensive and damaging.



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