

Building a Restaurant Chain

A Recipe for Success

Tapan Vaidya

GM – Restaurants, JBG

Indian Restaurant Congress 2012

Origin of Chain Restaurants



Henry Ford
1863 - 1947

Origin of Chain Restaurants



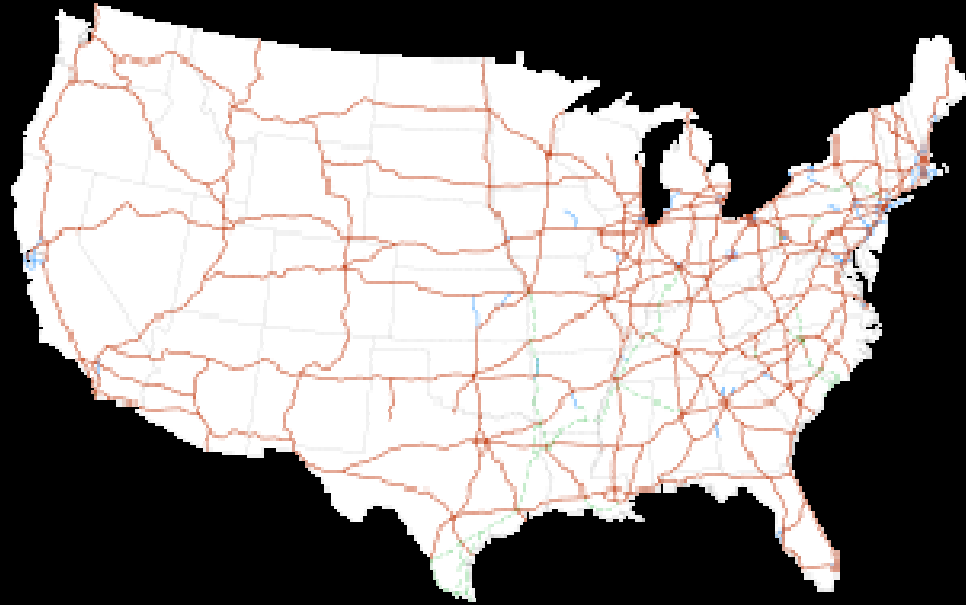
**Model T by Ford Motor Company
1908**

Origin of Chain Restaurants



Dwight David 'Ike' Eisenhower
1890 - 1969

Origin of Chain Restaurants



Interstate Freeway System, USA

Formed: June 1956

Total Length: 75,000+ kms

Origin of Chain Restaurants

KFC



Dairy Queen



McDonald's

Early Chains in the USA

Indian Restaurant Landscape Circa 1960-90

- **Nehru's Socialist India**
- **Green & White Revolution**
- **Red Tape & License Raj**
- **Corrupt Practices**
- **"We don't have another branch" mentality**
- **Today is a huge turn-around from those days**

Chain Restaurants - A Recipe for Success

Key Ingredients

A successful first restaurant!

- **Food Quality & Taste**
- **Price**
- **Service**
- **Location**
- **Hygiene**
- **Positioning**

Chain Restaurants - A Recipe for Success

Key Ingredients

Systems & Processes

- **Location Search & Selection**
- **Construction Phase**
- **Supply Chain**
- **Handover to Operations**
- **Training**
- **Operating the Restaurant**
- **Driving Sales**

Chain Restaurants - A Recipe for Success

Key Ingredients

Vision, Mission, Values & Culture

Chain Restaurants - A Recipe for Success

Key Ingredients

Recruitment

& its opposite!

Visit Sullivision.com

for interesting materials about our business

Chain Restaurants - A Recipe for Success

Key Ingredients

Strong Multi-unit Management

- **MUMs – Heroes, unsung though**
- **High Impact Restaurant Visits**
- **Time Management**
- **Coaching Focus**
- **Plan B**

Chain Restaurants - A Recipe for Success

Key Ingredients

To some degree, Timing!

- TGI Friday's Story
- Founded in NYC, 1965
- Raison d'être
- Famous Invention at the time!

Chain Restaurants - A Recipe for Success

Key Obstacles in India

- **Archaic rules & regulations**
- **Landlord mentality**
- **Employee mindset & building a career**

Thank You!

For queries or comment, do not hesitate to contact me on
tapanvaidya@me.com