



# Running a Bar For Dummies

By Ray Foley, Heather Dismore



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**Running a Bar For Dummies** By Ray Foley, Heather Dismore

## Get insider details on how to operate a successful bar

*Running a Bar For Dummies, 2<sup>nd</sup> Edition* shows established and future bar owners how to establish and maintain a successful business. Using clear, concise language, this *For Dummies* guide contains all the information you need to start your bar off on the right foot. From grand opening to last call, you'll discover the insider tricks that keep the business end running smoothly and the customers happily engaged. With updated information on marketing and social media, the book walks you step by step through the entire process, revealing the nitty-gritty details most new bar owners only discover after starting.

The bar business continues to grow; however, securing running capital and having knowledge about the business are cited as the two biggest reasons new bars fail. *Running a Bar For Dummies, 2<sup>nd</sup> Edition* shines a light on these issues to help bar owners prepare properly. The book helps you find your way through the maze of licensing and permits, developing a business plan, and preparing for your grand opening, plus offers clear, no-nonsense guidance on dealing with tough customers. Every step of the way, *Running a Bar For Dummies, 2<sup>nd</sup> Edition* is a reference you can count on.

- Understand the bar business and important legal issues
- Stock the necessities, including equipment and inventory
- Promote your business using marketing and social media
- Manage expenses and control cash flow

When run correctly, a bar can be an extremely profitable business, but the key to success is knowing exactly what you're getting into. By recognizing common problems and teach you how to adapt quickly to changing conditions, *Running a Bar For Dummies, 2<sup>nd</sup> Edition* provides the information you need to develop those skills, and get your bar started.



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### Editorial Review

From the Back Cover

#### *Learn to:*

- Write a business plan, obtain a liquor license, and make a profit
- Stock your bar like a pro with great selections
- Plan top-notch drink and food menus
- Hire and train a winning staff

#### **The easy way to break into the bar business**

If you want to BYOB (be your own boss) and fulfill your dream of running your own bar, this hands-on, friendly guide has everything you need to get started. You'll discover how to obtain a liquor license, manage inventory, plan drink and food menus, meet financial and legal requirements, attract customers, make a profit, and more!

- Raise a glass — get a crash course on the bar business, including tips for getting started, creating your concept, picking your name, and deciding whether you have what it takes to liven your town's nightlife
- Setting up — find the best location for your business, make it into your own, and stock your bar, from equipment to appliances, bourbon to beer, and everything in between
- Please your patrons — discover tips to find, train, manage, and retain employees who will keep customers happy—and your bar stools full—every night of the week
- Money matters — get trusted guidance on how to buy products the right way to effectively manage your inventory and cash flow, and find out which numbers to watch in the bar business

#### **Open the book and find:**

- How to put your business plan together
- Tips on planning and creating your menus
- The scoop on keeping your bar's bottom line from hitting bottom
- Advice on how to bring in new customers while still keeping your regulars
- Ways to build goodwill in the community and reap the rewards in your business
- How to avoid common problems that plague many a bar owner

About the Author

**Ray Foley**, a former Marine with more than 30 years of bartending and restaurant experience, is the founder and publisher of *BARTENDER* magazine. **Heather Dismore** is a veteran of both the restaurant and publishing industries. Her published works include *Running a Restaurant For Dummies*.

### Users Review

**From reader reviews:**

**Christen Arnold:**

Book is to be different for every single grade. Book for children till adult are different content. To be sure that book is very important for people. The book Running a Bar For Dummies was making you to know about other expertise and of course you can take more information. It is rather advantages for you. The publication Running a Bar For Dummies is not only giving you considerably more new information but also to be your friend when you feel bored. You can spend your own spend time to read your publication. Try to make relationship while using book Running a Bar For Dummies. You never truly feel lose out for everything when you read some books.

**Carol Williams:**

Reading a reserve can be one of a lot of task that everyone in the world loves. Do you like reading book therefore. There are a lot of reasons why people like it. First reading a publication will give you a lot of new info. When you read a reserve you will get new information mainly because book is one of numerous ways to share the information or their idea. Second, examining a book will make you actually more imaginative. When you examining a book especially tale fantasy book the author will bring you to imagine the story how the characters do it anything. Third, you can share your knowledge to other individuals. When you read this Running a Bar For Dummies, you can tells your family, friends in addition to soon about yours book. Your knowledge can inspire the others, make them reading a reserve.

**Lawrence Woods:**

Running a Bar For Dummies can be one of your nice books that are good idea. Many of us recommend that straight away because this book has good vocabulary that could increase your knowledge in vocab, easy to understand, bit entertaining but nevertheless delivering the information. The article writer giving his/her effort to set every word into enjoyment arrangement in writing Running a Bar For Dummies however doesn't forget the main position, giving the reader the hottest along with based confirm resource facts that maybe you can be among it. This great information could drawn you into brand-new stage of crucial pondering.

**Gary Campbell:**

Your reading 6th sense will not betray you actually, why because this Running a Bar For Dummies reserve written by well-known writer who really knows well how to make book which can be understand by anyone who all read the book. Written inside good manner for you, still dripping wet every ideas and writing skill only for eliminate your personal hunger then you still skepticism Running a Bar For Dummies as good book not simply by the cover but also from the content. This is one reserve that can break don't evaluate book by its cover, so do you still needing one more sixth sense to pick that!?! Oh come on your studying sixth sense already alerted you so why you have to listening to an additional sixth sense.

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