



## **RESTAURANT SUCCESS**

**1) DEPENDS ON 80% REPEAT CUSTOMERS**

**\* 80% OF CUSTOMERS LIVE OR WORK WITHIN 5 MILES**

**2) CUSTOMERS COME BACK BECAUSE OF:**

**\* GREAT TASTING FOOD**

**\* GREAT SERVICE**

**\* CLEANLINESS OF RESTAURANT**

**\* ATMOSPHERE**

**3) MENU PRICING IS THE LEAST IMPORTANT**