

The Premier Magazine For Food Entrepreneurs

Entrepreneurial

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Chef

FOOD HALLS

How to Use
As Incubators

ADA COMPLIANCE

Making Your
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6 Reasons
They Don't
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MENU DESIGN

Creating
the Perfect
Balance

Shirley
Chung

It's Not About
Being a Boss,
It's About Being
an Owner



Forever Expanding

THE ROAD TO EXPANSION

Are you at the point in your business where you're considering expanding? If you're on the fence and are looking for a little guidance before you evolve, check out these success stories and words of wisdom from fellow food entrepreneurs who have expanded their businesses. Each professional shared one lesson learned while expanding their business and how minor setbacks have taught them invaluable lessons.



Johan Engman

Founder, Rise & Shine Restaurant Group

I could outline hundreds of lessons learned since the day I started my business, but if I had to narrow it down to one that relates to expansion, I would say that it comes down to having an adequate budget. There's nothing worse than spending months, if not years, on a project, then opening just to realize that your sales aren't where you hoped they would be – i.e., you run out of money. Whatever your budget is, double and triple-check it, and add some more to it.



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