



# RESTAURANT

Helpful Statistics and a Guide to Indoor/Outdoor Furniture



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## Restaurant Statistics

- The main goal of managing a restaurant's revenue is to handle the facility's capacity and customer demand in a way that maximizes profits/revenue for the restaurant.
- A restaurant MUST have comfortable and adequate seating to ensure a positive experience for all clients.
- Studies have shown that customers will spend more time in the restaurant when seated at a booth, as compared to being seated at a table.
- Customers who sit at booths that are away from a window will spend even more time. Studies show the more natural light people are exposed to, the less time they will spend eating.
- People who sit at a booth will spend an average of \$56.67. People who sit at free standing tables will spend an average of \$38.92. This means booth seating will net an average of \$17.75 more PER PERSON! This is an average of 31% more revenue for booth seating as compared to free standing tables.
- Contrary to popular belief, only 26.16% of independent restaurants fail during the first year of operation (belief is that this statistic is much higher).
- 3rd quarter 2012 fast food spending increased 22% over the 3rd quarter of 2011!
- Overall restaurant spending has increased 19% during 3rd Q 2012 versus 3rd Q 2011.
- Taco Bell, Pizza Hut and KFC grew sales by 13% during the 3rd Q 2012.
- Customers who carry a Chase Freedom® credit card have visited restaurants more frequently in the past two years than they have since the recession began.

***BOTTOM LINE...STUDIES SHOW THAT SEATING STYLE AND PLACEMENT HAVE A HUGE IMPACT ON CUSTOMERS DECIDING WHERE THEY WILL EAT...AND HOW MUCH MONEY THEY WILL SPEND! These factors are even more important than the quality of the actual food!***



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## The Role of Timing in Restaurants

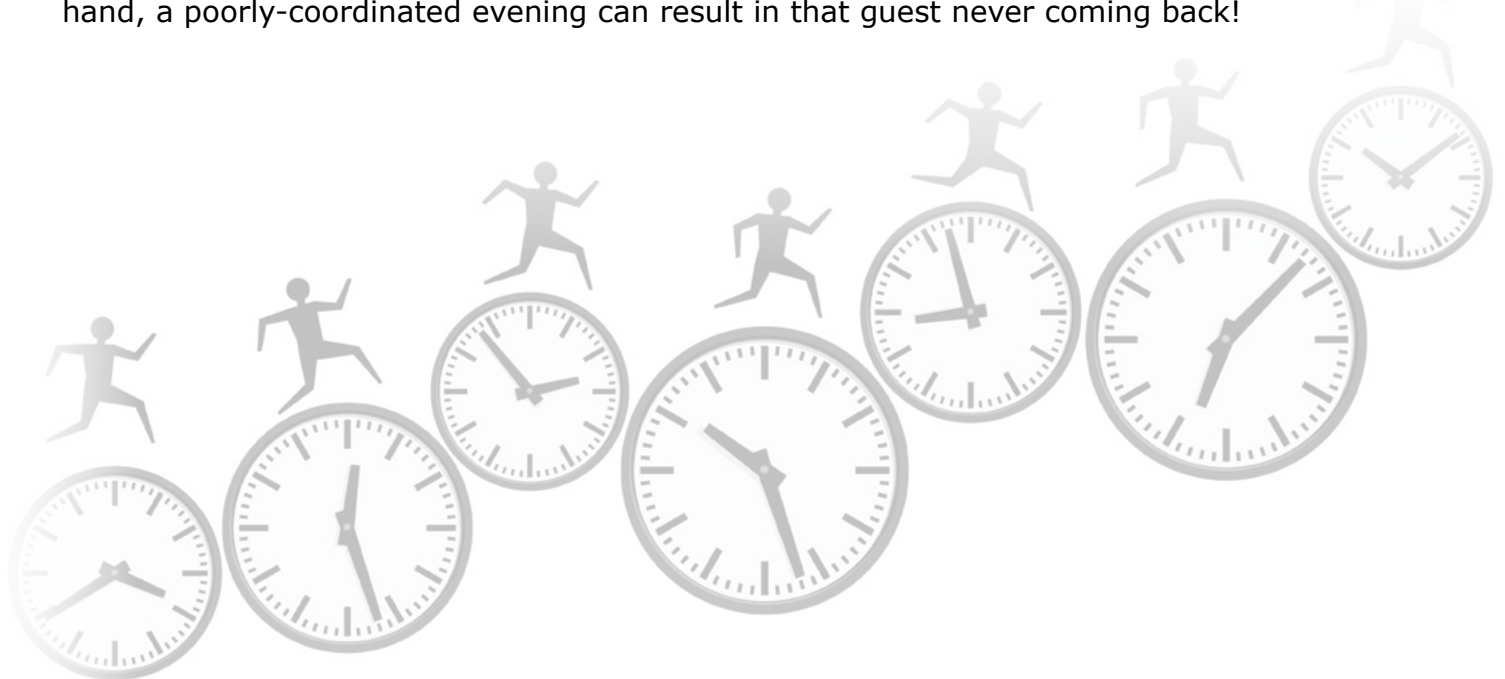
A restaurant needs to have good customer service, or they'll find themselves with empty tables!

As a restaurant owner or manager it's important that staff is fully trained to make sure timing is coordinated. Guests should be able to enjoy each dish (as hopefully they will order an appetizer, main dish, desserts, and after-dinner cocktails or coffee!) without feeling rushed or ignored.

While timing plays a huge role throughout the entire meal, it often begins before the guests are even seated. It can be hard to forgive a restaurant failing to honor the timing of a reservation, so if the dining room is packed and the promised table isn't available, try treating guests to a free drink while they wait.

Once guests are seated and food has been served, the timing of clearing the table must also be considered. Guests should be welcome to linger – but should not be forced to wait. The check should be placed on the table with an assurance that there is no hurry and they can stay as long as they'd like. After a nice long evening they may simply be ready to go, but if they've found the right place they may never want to leave!

The first impression can mean that guests return – and hopefully become regulars. On the other hand, a poorly-coordinated evening can result in that guest never coming back!





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## The Elements of Proper Restaurant Service

- **A Prompt & Proper Greeting at the Door** – It's the responsibility of the host to greet guests when necessary. When the host is away from the door, others must stop to let new guests know someone will be right with them.
- **A Well Maintained, Clean Working Environment** – A clean, well maintained area makes guests feel comfortable and confident that they are in a healthy, professional and caring environment.
- **A Proper Introduction at the Table** – A proper introduction should be done within two minutes. This introduction should be polite, energetic, professional and unhurried.
- **Appearance** – When guests see the staff neatly dressed, they automatically relax. Appearance is part of the product; both you and the restaurant will be judged by it.
- **Product Knowledge** – Every employee at your establishment has to be well versed in everything you offer. Product knowledge increases your confidence and is indispensable in proper service.
- **Salesmanship** – Good salesmanship enhances the customer's experience by offering the customer attention.
- **Customer Satisfaction** – Be sure to check back with a table within three minutes of serving them. When you do check back, stay positive and specific. Try to always catch someone's eye when walking by the table.
- **Teamwork and Communication** – If a guest needs something that you can't get for them, find the person who can. There is no chance for proper service without communication.
- **Table Maintenance** – Always be aware of what the table looks like; silverware, dirty plates, wipe the table as needed, always cap ashtrays and keep them clean.
- **Going Above and Beyond / A Reason to Return** – Always be on the lookout for the little things that you can do for your guests to make yourself and your restaurant stand out from the rest! Be thoughtful, creative and extraordinary!

***Remember: You sell two things at your restaurant; great service AND a great product!***



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## Restaurant Furniture - Indoor

### Indoor Tables:



Our commercial grade indoor table collection has something for everyone - your guests will be so comfortable they'll be ordering seconds! Allow your patrons to sit back, relax and enjoy their dining experience without the worry of a wobbly table as these table bases are durable and sturdy.



### Indoor Seating:



Our indoor restaurant chairs and bar stools are classic yet modern, and will perfectly accent any restaurant or café. Your guests will thank you as they enjoy your fine dining while relaxing in this beautiful seating! Your restaurant will truly be the talk of the town with these fabulous choices! Choose from wood or metal frames, available with either wood or vinyl seats.

### Plymold Booth Seating:



ParknPool's Plymold booths are available in a large variety of colors, sizes and materials, making each booth extremely customizable and unique. Booths are available in wood, laminate or upholstered. The wood booths are manufactured from Red Oak wood and are available with optional seat pads. The Contour and Signature laminate booths have a steel frame with a powder coated finish, making it easy to customize - there are 208 laminate finish color options! The upholstered booths are available in 295 different colors!





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## Restaurant Furniture - Outdoor

### Outdoor Tables:



ParknPool's restaurant tables are available in a large variety of finishes and materials including resin, recycled plastic, aluminum, acrylic, fiberglass and molded melamine. Choose a molded melamine table designed to fold for easy storage. Help the planet by pairing a recycled plastic dining table with colorful recycled plastic dining chairs to create a bold and bright atmosphere. Go ahead and buy extra tables to store away for those busy weekends!



### Outdoor Seating:



With our large collection of bar height and dining height seating available in numerous textures, finishes, colors and materials you will, without a doubt, find the perfect chairs and stools for your restaurant or café. Choose from resin, recycled plastic, aluminum, all-weather wicker, strap and sling. Built to withstand the elements and backed by a commercial warranty, you won't have to worry about storing these commercial grade chairs or stools inside if the weather suddenly changes - simply leave them where they are!

### Don't Forget!



ParknPool has been a leader in sales of high quality picnic tables, umbrellas and more, which can make for a great outdoor seating area for any restaurant! Click [here](#) to see more!





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## Pop-Out Seating



A new craze is popping up in San Francisco, New York City, and recently in Westport, Connecticut. Outdoor seating for eateries on busy, narrow streets has been a roadblock for restaurant owners for many years- until now. The solution? Convert parking spaces into a street patio, or "pop-out" seating for the public with tables and chairs from ParknPool. According to an article in West View News written by Benny Benepe, "the pop-up has become an oasis attracting workers and residents alike." From May to mid October, diners and pedestrians can relax and enjoy life outdoors. During the cold months the seating is stored and the street is restored to available parking spaces.

This year, in Westport, Connecticut ten parking spaces are being transformed into outdoor seating. In New York City, the Department of Transportation (DOT) approved applications for twelve of these pop-up cafés. The cafés sit on platforms, creating a level surface between the sidewalks and seating, making the dining area handicap accessible. The number of parking spaces given to the cafés and restaurants is determined by the size of the facility. Two restaurants in New York City collaborated, and together they have a six (6) foot wide by one-hundred-twenty-five (125) foot long platform. Both restaurants were responsible for the construction costs, and since creating the extra outdoor dining space they have noticed a twenty percent increase in their sales. Since no wait service is allowed, the seating is open for public use without any commitment to buy anything from the establishment.

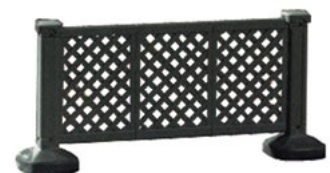
To keep within the safety guidelines set by the DOT, the removable platform was raised to street level and a barrier separates the diners and motorist. The restaurants used concrete planters; however they could have also installed security barriers (bollards) or patio fencing. The furniture used to outfit the expanded seating areas is brought inside every evening and must be stored for the winter. Collapsible tables and folding chairs are used to outfit the expanded seating as they are space saving and light weight, making for quick and easy transportation and storage.

Safety is a major concern among diners, so pop-up cafés are generally only located on slow moving one way streets. Each application for the pop-out seating is reviewed on a case by case basis to make sure that emergency routes or access point are not obstructed. Many establishments are protecting their patrons with cement planters filled with colorful flowers or sleek guard fences so diners can use and enjoy the extra seating without worry.

### Portable Patio Fencing:



Use this portable resin patio fencing to create a cozy and private outdoor patio area!



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